

BIZ-OP: How to Get Rich with "Business Opportunity" Frauds and Scams

by Bruce Easley



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Chapter 1: Introduction To Business Opportunity Marketing And Locating

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Making money in business opportunity marketing is a lucrative racket that few people are familiar with. It came into being with the creation of newsprint. The first add dealt with cure-ells, elixirs and miracle gadgets that did everything. The add entited with the same ploy that is being used today, appealing to greed: "Become a distributor of my roduct and get rich."

The basic concept has changed little. If a biz-opper in 1807 made you an exclusive distributor of an elixir, he could easily side-step you by putting a new label on his existing elixir bottle. The biz-opper could now set up another distributorship in the

Today's vending machine biz-op operators use the same approach. They either change charities or sell a slightly different vending machine. Regardless, they give each "mooch" (customer) a guaranteed area.

This book, Biz-Op, contains all the necessary data you need to change your lifestyle. As long as you can follow instructions, you will quickly find yourself in an upper income bracket. Making money in biz-op marketing is inexpensive and simple. A first time biz-op operator can get started for under \$900. The main theme of biz-op marketing is to show the public how to make money off your product.

There is nothing complex about getting a mooch to send you five grand. You only have to do six things:

- Find a product. A product can be almost anything. Charity honor boxes, gas additives, toys, vending machines, seeds, etc. The trick is not paying for the product until a mooch fives you a deposit. This is called the "Sell Before You Buy Method." In other words, you get the mooch's money before you buy the product.
- Advertise. (Place ads in out of state papers only. Never make a mess in your own backyard.) By following my successful ads you will receive a barrage of phone calls. (Included are copies of a variety of ads relating to different products.)

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- Put together a biz-op profit pamphlet. (This book contains my complete million dollar marketing pamphlet. It is a proven winner.)
- Organize singers (endorsers). For singers, you only need friends or relatives who want to make money.
- Collect money. If you follow my step-by-step procedure, you will find yourself with a line of hot cash-toting mooches.
- Locate. (You will be taught the fine art of locating the last step in the biz-op con.)

Reader, you are about to enter into a money-making world that very few people know about. By using my biz-op marketing system you will pocket more money than you ever dreamed possible.

When you are through with this book you can, if you choose, become part of a small group of people who have become wealthy off biz-op marketing.

Chapter 2: Biz-Op Start-Up Cost

The best part of getting into a bis-op operation (besides making money) is the start-up cost. It is almost nothing compared to a standard business. Bis-op markets, Bis-op the start start corol: goodwill type of business that you sell after years of hard work. This is a creative cosh racket that is put together to make quick 'hit and run,' underground money. What I intend to do is show you how to get started making instant money without seending big bucket.

Most people who are considering a business have excess money to invest. They are ready to bankroll their project. Many big buck spenders look at restaurants. Even a cheap, two-bit "mom and pop" will set you back 20 grand. A higher quality restaurant-bar combo is 150 Gs. A McDonald's franchise is no me million.

If a person is into cars, he might consider a Minit Lube or Precision Tune. In this case, you are looking at a cool hundred thousand.

Your average biz-op investor does not fall into the big buck investor category. You will discover that 95% of your mooches will only have between \$5,000 and \$10,000 to invest. They expect you to get them a piece of the American dream pie for peanuts. In reality, that's what they will end up with, peanuts.

What makes going into business attractive? Independence? No one to answer to Sullshit! Going into business is suicide. You are thrown into a see of employees who will rip your heart out. Federal and state governments have their slimy tax hands in your pocket and you had better be a good customer ass kisser if you expect to survive. Franchisers expect you to conform to their rules and regulations and if you don't, God help you. When everything is said and done, business is a big headache. I Know. I have had restaurants and several car rental agencies. Neither one of those businesses has come close to generating the income I am presently making, A good biz-op operator can pick up a quarter of a million yearly. (A lot of that is "hidden money.") A so-so-operator can tick at least 60 grand in his pocket.

Biz-op marketing has very few of the problems that a regular business has. All of your customers (the mooches) will eventually hate you. You will never have a happy

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customer and you den't give a shit. You take their money, say good-bye and walk. The only employees you have are likegal singers. (See Chapter 5.) As long as you give them their agencies the same content. You have no employee taxes or medical interfer agencies the same of the same

Cost Of A Biz-Op Operation

To get started in this lucrative business, this is what is required:

- Business phone line run to an answering service \$50 set-up charge (one time only). Monthly (ee \$21.46 plus long distance service.
- A 1-800-number \$30 set-up (one time only). Monthly charge \$6 plus line usage.
 (When you get a mooch hit list," you will need another 1-800-number.)
- Answering service Monthly fee \$45.50 for 55 calls. The charge after 55 calls is 40 cents each. NEVER GIVE AN ANSWERING SERVICE YOUR HOME ADDRESS OR PHONE NUMBER! The fewer people who know where you are, the better. Give your mail box number as your mailing address.
- . Business cards \$50 (needs to be a nice looking card).
- Two usits Prices vary for men and women. My suits usually run about \$300 each. You really don't need to purchese a suit utility uset your first it deposit. I find it is easier to do locating in a suit. Store owners have more respect. It also makes a better impression on the moch. If you do not have a nice looking car, I suggest you take some of the profit from your first deal and get one. If you have to tour a mooch in an older car, explain that you raute is in the shop and that the mechanic let you use his extra car. It sall part of the game gold jewelry, nice car, suit. After all, if you have someone'hooket' for ten grand, you want to look as if you are successful. Don't worry about the car or jewelry until you have "bagged a mooch' or two."
- File cabinet, 2-drawer It can be cardboard or metal. Just have a place to keep track of your mooch hit list. (A computer is nice if you have one.) A hit list can be sold to telemarketing services and sold in USA Today.
- PO Boxes (not federal), Mail Box, etc. Six months rent, \$35. You start with one PO Box, but after you get a mooch hit list you will need two. NEVER GIVE A MALL BOX EMPLOYEE YOUR HOME ADDRESS OR PHONE NUMBER. Try to find a place that doesn't ask for your driver license. If you cannot, pay someone to rent the box for you or use a false I.D.
- Cash on hand \$300. (Set up a D.B.A. checking account.) Necessary for newspaper ads. Some papers will give you 30 days to pay. Those I usually string along for 90 days. Newspapers will not accept an out of state ad unless you pay for it first. Occasionally you will get a new person who will take your ad without realization.

ing there is an out of state policy, but the majority of times, you had better have a check ready.

Total Set-Up Cost

Business phone, \$50 set-up (one time), monthly flat fee \$21.46. 1-800-Number, \$30 set-up (one time),	\$ 71.46
monthly flat fee \$6 plus line usage.	\$ 36.00
Answering service:	\$ 45.50
Business cards:	\$ 50.00
Suit (optional):	\$250.00
Cardboard file:	\$ 10.00
Mail Box:	\$ 35.00
Newspaper cash:	\$300.00
TOTAL	\$797.96

This is all the operating capital you need to get started.

Chapter 3: Classified Ads

I'm assuming most of my readers are new to biz-opping. If that is the case, then your experience in placing classified ads is limited. Here are some pointers for the beginner.

"Be brief. Even though some of the ads you will read are more than four lines, it is still better to keep it to four or five lines. All the ads in this book have been 'continuous runners' – ads that run in the paper week after week. That means they're making money. If you're not getting a response to your ad, check the newspaper first to make sure they haven't misworded your ad. I had a seed display ad that was worded 'deed display.' If everything is correct, then something is wrong and you need to rework your ad.

Start your ad with attractive bold type. The heading is THE MOST IMPORTANT PART OF YOUR AD. Examples:

EARN \$1,000 A WEEK \$ PAY FAX \$ BEST ALL CASH BUSINESS LUCRATIVE GROUND FLOOR OPPORTUNITY EXCITING NEW PRODUCT

Make sure the reader gets excited enough to make the phone call.

To find a list of out-of-state newspapers (or in-state ones, too) go to a library and ask to see Gale's Directory of Publications: This guide lists all newspapers by their city and state of publication. It gives the newspaper's address, phone number, adrates, and usually the name of the advertising manager. It also gives the newspaper's circulation.

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Classified Discounts

When talking to the classified salesperson, declare yourself an in-house agency. The means you're creating the ads for your company instead of having an advertising agency do it. Standard discount for an in-house agency is 15 percent.

Pay in advance. Since you'll be paying cash for most of your ads, ask if there is a discount for paying cash. The majority of times, you'll receive a 5 to 10 percent discount.

If you're onto a good product and it appears you'll be running it for longer than four weeks, ask for a contract rate. The price of the ad will continue to drop the longer you run it. They will expect you to fulfill the contract (6-16 weeks), but if you're making good money, that will not be a problem.

Chapter 4: Basic Phone Pitch Rules

Biz-op phone pitch rules are quick and easy to follow. The object of the first phone pitch call is to get the mooch to accept your Fed-Ex package of information. You only need to give a brief sketch of your product. The main thing is, you fulfill the mooch's "greef factor." LET HIM KNOW HOW MUCH HE IS GOING TO MAKE.

Your second call is made after the mooch has his package. This call is known as the "singer set-up." Its main purpose is to give your mooch your singers' phone numbers.

Your third call back is the "urgent one." It is made after your singers contact you, here will give you a "mooch report" on whether he is 'hot to trot' or still debating. On this call, you tell the mooch you have several other people who are looking at his area and that if he is still interested in making money you need a tentative answer, begives you an okay, but wants another day, tell him you will call him back within 48 hours.

The fourth call back is "the close." Time for the mooch to overnight a cashier's check. We will go over the phone pitch again in other chapters.

Answering Service

The answering service is the tool that opens the door to the mooch. Their job is to take your 1-800-number messages. They will also relay special instructions, such as quoting prices of "re-buy vends." (See Chapter 13.) Their job is mainly limited to getting you mooch numbers.

Chapter 5: Singers And Avoiding Phone Fraud

Singers are illegal. The federal government looks upon them as perpetrators of interstate phone fraud.

A singer is usually a friend or relative who lives in another state. They earn their money by thing about the product you are selling. A singer only has samples of your product, but he will tell the mooth that he has 10 high-grossing stores that are handling it and he is considering purchasing enough product for 10 more stores. He tells the mooth that he is happy with his business and that at present is netting between \$700 and \$1,000 a week.

A singer is paid by units. If you sell a mooch 10 displays of skin cream, you pay your singer \$200, or \$20 a unit (providing the deal closes). The majority of times it is advisable to have two singers.

Your singer must have pictures of the displays, samples of the product, and the marketing pamphlet. He also needs a complete cost breakdown. If you are selling a mooch a bottle of skin lotion for \$5 and its retail value is \$15, less the store's 30 percent, the net would be \$5.50. That means in order to have a \$1,000 a week profit you need to move 200 bottles of skin lotion.

A singer's math must jibe. If he is unsure of the amount of a product he is moving it will jim the sale. I always drill my singers with questions such as: 'What kind of stores do you have the displays in?' 'How much did you pay a locator to find the stores?' Money questions are important. Repeatedly ask your singer: 'How did you pay for the product?' 'Do you ever discount your product?' 'How much are you making on each item?' If you have several products, the singer must have the net information on each one.

As I previously explained, singing is illegal. The federal government views it as interstate phone fraud, but there are ways you can beat this. One is to make sure your singers use a middle or fictitious name. NEVER LET THEM USE THEIR FULL NAME. After you have collected the mooch's money, pay to have your singer's phone number changed. The first time the phone company does it free. After that there is a

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\$10 charge. The number should always be unlisted. It then becomes almost impossible for a moch to locate the singer. The only very be than of tracing the singer is through the disconnected phone number. If the owner chance the mooch were to get the new number, all the singer that can be seen that due to the person. There is absolutely no very to prove otherwise. In all my years of operating, I have never known solution to the contract of the contract of

Another way of manuscring around phone fraud is 'the plant.' A plant is a miss who has displays. If you are not a good thing and have a lot of product to united that did with flair Forest displays) it pays to spend a little protective cash. When leat the pass of the protective cash, when it is the place in Forest program. I see the wo singers 10 displays each and paid them \$50 a unit to place them in different local stores. This eliminates the federal phone and ran 'In good provenment can no longer claim the singer is a decay, because the hard ran. The good product that might pross \$100,000 and take up to six months to move.

I still recommend, especially for the beginner, that you stay with a product you can "off" in 30 days. Quick "hit and run" money is the best and safest.

Chapter 6: Charities

Charity products are mainly food vends, such as honor boxes and countertop vending machines. Originally countertop vending machines were installed on a percentage basis. The location was paid 10 percent of the machine's gross. After years of biz-op operators pushing vending machines, the market has become saturated. Now most biz-op operators "double-up a location" (place a machine in a location that already has one) by using a charity sympathy pitch.

My charity system is great for the first time biz-op operator. All the necessary charity contracts and locating forms are in this book. All you have to do is photocopy a charity contract and give it to your mooch. As long as the mooch sends in his contract and pays the monthly fees, the charities are happy.

Every charity has a fee for using its name. It averages between \$1.50 and \$3 a unit per month. Fifty honor boxes at \$2 each would cost the mooch \$100 a month. Most mooches, when they realize the projected profit sheet is bullshit (see marketing pamphlet), only pay once. Then, after weeks of disappointing sales, they take their honor boxes home and eat what's left.

If you read different charity contracts you will see the formats are similar. The same is true of the charity locating forms. Most charity contracts include a tax exempt number. When using a charity locating form, this number should be written at the bottom.

This tax number allows the mooch to deduct the amount he pays to the charity. The tax number also allows the location to deduct the amount it pays for rent on two square feet. The federal government considers the space the honor box or the vending machine takes up as a donation. The business is allowed to deduct that donated space as if it were a cash contribution. If a business is paying \$10 a square foot for rent, it can deduct \$20 a month. That's a total of \$240 a year. It always impresses the mooch when you give him that information.

Since you have copies of the charity agreements, you will not be dealing with the charity. The only name they will ever receive is that of your mooch.

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Charity Locating

An average locator can put in 25 charity honor boxes or 10 vending machines a day. The charge to the mooch is \$20 per honor box and \$100 per vending machine. Your daily net will run between \$500 and \$1,000 a day.

Don't worry about the length of time a location keeps a product. It might only be there for a week. That's not your problem. Your job is to get rid of everything as quickly as possible. Naturally you do not tell the moon

when talking to a business remember two things: they do not like to make a longterm commitment and they may ask how much money goes toward the charity. There are three basic ways to cvercome these problems. One, use your charity as a tool to create as much sympathy as you can. If an placing hour of the conding machines for the Mainan Federation of the Blind, I were a variation of it. Therefore, the continuation of the manager. Three, use the following put the values as variation of it. Thello, my and we are unusual and the state of the state

If you are placing a countertop vending machine you show the manager a picture of the machine, which you get from the manufacture. When locating honor boxes carry them in with you. Most of the time the manager will let you leave it. You do not need a locating agreement for home boxes, but remember to use the sign-off form (from the Appendix) and write down the name of the business, the manager's name, the address and the phone number.

Use the charity locating forms in the Appendix for vending machines only. The last sentence of the charity locating form is important. It relieves the location of any liability or continuing obligation. Bots torce owners want to make sure they are not liable for the vending make. After pointing that out, tell the manager about the square locates that write-off. Then hand the person a pen, get his signature, and spirit work alone?

I work alone 90 percent of the time and use the National Federation of the Blind. The rest of the time I work with my son and use children's type of charities.

My son was the key when I hooked up with the American Association of Missing Children. With the cute kid in tow I would tell the location that my son at one time was missing and this organization found him. I now repay their kindness by voluntering once a year to place their charity vending machines.

My son and I also teamed up with he National Awareness Foundation ("Hugs not Drugs"). The pitch was, "We volunteered to help because my older son died of a drug overdose and we wanted to do our part to save other children." Of course that's all

bullshit, but it worked quite well. My son, a nice looking, innocent kid, could soften the heart of even the most cold-blooded business person. Our success ratio was always way above average. One summer we did a job using the M.S. Society. We finished in record time by simply putting a leg brace on him.

Even though my son and I made a good team, I still find it easier to work with an eve patch than with another person.

When you have finished securing your charity locations you will need to collect the rest of your locating money.

rest of your locating money.

If you are putting in charity honor boxes you just simply turn the location list (see Appendix) over to the mooch and collect what is due you. You do not tour mooches

Appendix) over to the mooch and collect what is due you. You do not tour mooches with charity honor boxes, but make sure all your addresses are correct.

Charity countertop vends are a different story. You will have to tour your mooch.

Charity countertop vends are a dilferent story. You will have to tour your mocen, but try to avoid taking him into the location. If you take the mooch in, the store owner might say, 'This is only for 30 days. Right?' Your mooch, who is expecting his vending machine to stay in forever, will not want to hear that.

In order to prevent this I tell the mooth that I have explained to the location that a representative of the charity will be in to place the vending machine. "As far as the location is concerned, they believe the charity owns the machine not a private party. If I take you in and introduce you as the vending machine owner they will think smething is strange. They are expecting a charity representative to place the vend, not a private vending machine owner. You are just the person that collects the money and fills the machine."

By telling the mooch this it alleviates the necessity of introducing him to the location owner. Instead of taking the mooch inside, you just point his locations out as you are driving by. Once you have finished the tour you turn the charity contracts over to the mooch and collect your money.

Chapter 7: Marketing Pamphlet

In this chapter I have laid out my complete marketing pamphlet. This is the same pamphlet that a mooch receives. The only necessary revamps will be inserting the name of your product and the restructuring of the profit sheet and location list. Those two must be tailored to meet the requirements of your product. Putting together a

sales pamphlet is not complicated.

The pamphlet is a sales tool. It helps alleviate the mooch's fear of business by showing him how simple and profitable it is to handle the product you are selling.

Study this pamphlet carefully. You will use basically the same pamphlet, over and over, for every different product mentioned in this book: vending machines, work-home, greeting cards, phone and fax machines, etc. The pitch is always the same, only the name of the product and the numbers change. This is your mooch bait, so you have to learn how to dangle it in front of the mooch.

Capture The Untapped Market With Merchandise

Be a Distributor of an Incredible Product A Product that has no competition

- A Product that sells on sight
- A Product that sells on sight A Product that can be placed in a variety of retail stores
- Own Your Own Business that...
 - Produces year-round income
 - Operates with a minimum of expense
 - A Requires no special skills to operate or service
 - O Products are compact, light, easy to handle
 - No rent, utilities, or labor expenses to pay
 Does not require any service of mechanical
 - equipment

 Excellent expansion and growth potential

Keys to Business Success

- ⁰ No Employees
- © Easy servicing
 © Potential Growth
- O Attractive Displays
- © Tested Business Concept
- Security
- Low Overhead

- Multiple Sales
 - Unique Product Line
 Good Profit & Pricing
 - Structure
 - Repeat Sales
 Reasonable Time
 - Investment © Company Support

We provide these necessary elements to create a fanlastic business investment program. Our goal is to help the individuals who distribute our

operate AND products to become prosperous in a business which is simple to operate AND financially profitable.

By becoming a business which is simple to be shown to be some product of the surface of t

Chapter 7: Marketing Pamphlet 19

The first page (see Sample #1) gets the mooch's blood pounding. Phrases like "No Rent - No Employees - Repeat Sales" start his financial glands salivating. You will find the average "mooch" has never been in business and he will believe a great deal of what you tell him.



- Easy Work!
- Set Your Own Hours!
- Work Full of Part time!

- No Selling! No Royalties! No Overhead! Immediate Income
- Huge Tax Advantages
- Fantastic Return on Your Investment



The second page (see Sample #2) is the 'be your own boss' page. Every mooch without exception wants to become independent and escape from his present job. 'Easy Work - Set Your Own Hours - Huge Tax Advantage' are buzz words that light the mooch's fire. He wants a piece of the American Dream but his inexperience will turn his dream into a niethmare.

At the bottom of the page (see Sample #2) I use the phrase "Ground Floor Opportunity." I want the mooch to understand he is getting in on something new and will have exclusive territory.

Become a Distributor Today Let work for you!

Unlimited Retail Locations

The analysis of a retail store or business as a potential location for your Display is very simple.

 Does the business have good foot traffic?
 Are children likely to be found on the premises, with their parents or alone? If the answer to these questions is "YES", then that business has the potential of being a good retail location, and it is highly likely that the operator is anxious for HIGH-IMPACT sales opportunities.

The following is a list of types of stores and businesses which have been Distributors.

Attracement/Theme Pa
• Cales

Children's Hospitals
 Civil Organizations
 Country Clubs
 Deli's

 Department Stores
 Discount Stores
 Drug Stores
 Expressway Oasis • Flea Markets • Fairs · Family Restaurants Fun Spots
Guft Shops
Grocery Stores · Hardware Stores

 Hobby Stores
 Holiday Celebrations Holiday Celebrations
Hospital Gift Shops
Hotel Gift Shops
Toy Stores
Train Station
Interstate Car of Truck Stops
Library Research

 Novelty Stores
 Party Suppliers
 Pizza Parlors
 Recreation Centers • Resorts • Restaurants Shopping Centers
Shapping Rinks
Skating Rinks
Street Festivals
Souvenir Stands
Sport Stores
Tourist Attractions

 Tourist Service Stations Train Stations

Variety Stores
 Video Stores

CAN YOU THINK OF OTHERS?

Retail locations may be secured one of two ways, either through a professional location service or by the Distribution. If so desired, will glady with the names of professional locations services to secure good retail locations.

The location page (see Sample #3) helps convince the mooch that there are enormous numbers of locations available for his product. It is important for the mooch to think that he will be able to get his product into the stores quickly.

The only major adjustments on Sample #3 will be the locations. If you are dealing with X-rated porn products many of these locations would be unsuitable. With a family-oriented product all of these locations could be used. The longer the list of locations the better the mooch likes it. The locations in Sample #3 are family places.

The Distribution Program

Make 'em an offer they can't refuse

The Marketing Plan is very appealing to the prospective retailer. In the first place it enables them to retail proven successful products without any capital investment of their own. The retailer also doesn't have the worries of maintaining seperate inventories or the need to pay someone to keep the display stocked. This puts you, the distributor, in a unique

osition of making an offer that any smart businessman cannot pass up, since it

T CAN'T LOSE", situation for the store owner

Slicing up the Pie The retail outlets carrying will receive \$1.00 for

each your net profit is \$1.25

You may use our Toll Free Line or Fax number to re-order orders are quickly shipped to you UPS from our warehouse, within one week from receipt of the order, to assure your displays are kept full year round.

This fantastic program eliminates the need to inventory and store large quantities of merchandise, and almost eliminates your overhead by reducing the need for such items as an office, employees, business telephone lines, warehouse space, special equipment and vehicles. The tax advantages to owning your own business can be impressive, so check with your accountant to determine your actual benefits.

Our 5 Step Distribution Plan is Simple!

- 1. Locate Retail Outlets For
- 2. Deliver and Set Up Displays
- 3. Service Your Displays Displays
- 4. Reorder Inventory
- 5. Count Your Money "\$"!

What Could Be Easier?

The consignment page (see Sample #4) drives home the idea that all businesses want the mooth's product. They want the product because it's a "guaranteed sale." (The store just pays for what it sells.) The only thing the store has to give up is a little floor or counter space. In exchange they receive a percentage of the sales price.

All the mooch has to do is put his displays in, restock and collect money. What could be more simple? He makes money and the stores make money. Everyone is happy. His product could become a merchandising bonanza. Everyone knows of an overnight success story and everyone especially the mooch wants to become part of one. Only the mooch's story will not be a happy one.

PHENOMENAL TAX BENEFITS AND SAVINGS!

Are available to you as a Distributor, so you KEEP more of your business income.

IMPORTANT TAX INFORMATION

Distributor, you may write off through depreciation the total purchase price of the equipment, usually over a period of 3-5 years. This benefit is also known as "Cost recovery"

In addition, and this is most important as it goes on Distributors are allowed tax deductions for expenses incurred in generating and collecting income and in operating and servicing the displays.

Besides direct expenses, the business portion of the following costs can be deducted from your gross income:

AUTO HOUSE

Gas and Oil House payments or Rent Licenses Insurance Taxes and Insurance Electricity, Gas, Water Repairs Repairs and Maintenance Depreciation

Telephone Depreciation (if owned) KEOGH PLAN - TAX BONUS

Since you must own your own business to make this tax deduction (up to \$30,000), this valuable tax savings is yours!

Chapter 7: Marketing Pamphlet

The tax page (see Sample #5) creates the illusion of the mooch making megabucks. You as the biz-op operator are looking out for the mooch's interest making sure he will net as much as possible off each dollar.

Tax jargon such as "Equipment Write-Offs" "Cost Recovery" and "Keogh Plan" plants the seed in the mooch's mind that you the biz-op operator understand his tax needs. Since the average mooch knows very little about taxes he appreciates that.

"I can't invest now"

AGE 18 - 25

I can timvest now, I mitoe young! I'm still in school you can't expect me to invest now sence: you can texpeet me so should now Besides. I'm young and I've got my whole life ahead of me. There is plenty of time late about of me to myest Right.



AGE 25 TO 35

You couldn't possibly expect me to invest no I've only been in the workdone a few years Things will be taking off soon and then I'll start thinking of investing. Anyway, Eve still got a lot of time"



AGE 35 TO 45

I can t invest now! I m married and have a tamels to take care of Wart till the lads are older then I might start thinking about myrane.



AGE 45 TO 55 - 1d like to invest now, but it's just not possible It also to invest now, our it's just not position.
It's got two children away at college and it takes
everything I make just to keep them there.
Ive gone in debt the last couple years just to
cover the college bills. But hopefully it won't
last forever, then I'll start investing.



AGE 55 TO 65

A should be investing right now, but money is too light. It's hard for a main my age to get ahead. I wish I d'unvested membry years ago Oh we'll, somethering might turn up. Who knows, I mught with the lottery.



I guess it's too late now. We lost our home and now live with our daughter and her family. It's very awkward, but what else can we do? Who can live on Social Security? If only I'd invested when I had moon



No one Plans to Fail - But Most Fail to Plan

Provide you with the Financial Security you need for the Future!

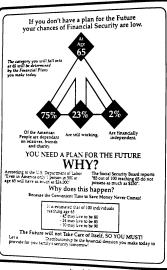
Chapter 7: Marketing Pamphlet

29

Pages 28 and 30 (see Sample #6 and Sample #7) are "Urgent Message" pages: "If you do not invest you will get old and your kids will have to feed you."

As you can see in Sample #6, each age group has a reason for not investing.

Biz-Ops: How to Get Rich with "Business Opportunity" Frauds and Scama



Sample #7 includes government stata like: "85 out of 100 reaching 65 do not possess as much as \$250.00;" and "Only one American in 500 will have as much as \$24,000 when he reaches 65." The moch doesn't want to become a government stat. He wants to become financially secure. He knows that a good business can and will give him the security he needs. All great entrepreneurs are gamblers and if he doesn't take a chance he may be denyine his family a better life.

The pamphlet is a significant tool. In between your calls to the mooch, the pamphic keeps his mind working. It is during this time that the mooch will call your singers. Your singers must have an identical pamphlet.

SALES / PROFIT POTENTIAL

LEVELI		8 DISPLAYS				
Sales/Day	Profit/Day	Profit/Week	Profit/Month	Profit/Year		
(per display)		***	1.204.00	14 440 00		
4	40.00	280.00		14,448.00		
6	60.00	420.00	1,806.00	21,672.00		
8	80.00	580.00	2,408.00	28,896.00		
12	120.00	840.00	3,612.00	43,344.00		
LEVEL II		16 DISPLAYS				
Sales/Day (per display)	Profit/Day	Profit/Week	Profit/Month	Profit/Year		
4	80.00	580.00	2.408.00	28,896.00		
6	120.00	840.00	3,612.00	43,344,00		
8	180.00	1.120.00	4,816.00	57.792.00		
12	240.00	1,680.00	7,224.00	86,688.00		
LEVEL III		32 DISPLAYS				
		- DOI DATE				
Sales/Day (per display)	Profit/Day	Profit/Week	Profit/Month	Profit/Year		
4	160.00	1,120.00				
8	240.00	1,680.00	4,816.00	57,792.00		
8	320.00	2,240.00	7,224.00	86,688.00		
12	480.00	3,380.00	9,632.00	115,584.00		
		3,360.00	14,448.00	173,376.00		
The ebous a						

The above is a mathematical table and must not be construed as a guarantee of income or earnings. Each distributor's degree of success is directly attributed to the time and effort dedicated to the operation and expansion of his/her business.

NOTE: The above computations are based on \$1.25 profit per sold.

(At fairs and special events retails for \$4.95 or a profit of \$2.25.)

The projected profit page (see Sample #8) is the most important part of the pamplet. All Americans shop at supermarkets and they are in tune to the volume of product that is being sold. The mooch also knows this but when he looks at the projected profit sheet, he is overwhended by the dollar figures. Just by selling 4 items aday in 8 locations he can make \$1,204.00 a month. With 16 locations he can moke \$1,204.00 a month. With 16 locations he can pocket slowest \$3,000.00 a year. If PHE LOCATIONS SELL 12 UNITS A DAY THE MOOCH WILL NET \$86,688.00 A YEAR! God has finally shown him a way to escape from his hum-drum existence and you the biz-op operator are his salvation.

Biz-Ops: How to Get Rich with "Business Opportunity" Frauds and Scams 34

PRICE LIST

LEVEL 1 FIRST TIME SET UP INCLUDES:

1. Discributorship for your area. Rights to market all products.

- Rights to purchase all products wholesale.
- 2. Four floor model displays
- 3. Four counter displays
- 4 884
- 5. Headers
- 6. Game instruction pamphlets
- 7. 288 Back-up

LEVEL 1 PACKAGE \$6,000.00 PLUS U.P.S.

1. Distributorship for your area. Rights to market all products.

products

- Rights to purchase all products wholesale.
- 2. Eight floor model displays.
- 3. Eight countency displays
- 4. 1.724
- 5. Headers
- 6. Game instruction pamphlets 7. 576 Back-up

LEVEL 2 PACKAGE \$11,500.00 PLUS U.P.S.

- LEVEL 3 FIRST TIME SET UP INCLUDES: Distributorship for your area. Rights to market all
- Rights to purchase all products wholesale. 2. Sosteen floor model displays.
- 3 Sotteen countertop displays
- 4. 3,456
- 5 Headers
- 6. Game instruction parnohiets
- 7. 1,152 Back-up

LEVEL 3 PACKAGE \$22,000.00 PLUS U.P.S.

At present the wholesale price on fluctuates according to the price of nubber and shipping. The wholesale price of \$1.75 is \$1.75 each. The price each has stayed at this level for the last year.

Sample 9

35

The price list page (see Sample #9) should always have a nice spread. Some people can only make a minimum investment, others go crazy with greed and chunk out heavy duty bucks. Whatever they want to spend you take. The only thing you are looking at is closing as quickly as possible and collecting as much as you can.

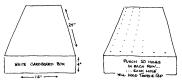
Chapter 8: Best Products For A Novice

Charity honor boxes are the bread and butter of the small biz-op operator. Honor boxes are also the best thing for a novice to try. They are easy to assemble and pitch. The charity box must be made of white cardboard. The ideal size for a charity honor by the dischards high 24 inches again and 12 inches wide Meet Yallow Pages have

The charity box must be made of white cardooard. In clean size for a charity fluor box is 4 inches high, 24 inches deep, and 12 inches wide. Most Yellow Pages have listings for container companies. If the company does not have the exact box, they will have something similar.

I suggest you pick up two boxes to experiment with. You have to punch 10 neat

rows of holes across the top. Each hole holds one Tootsis Pop. There should be a total of 100 Tootsis Pop stuck in the book's top. A slot that will accommodate a quarter needs to be cut in the top front of the box. A decal with the bold lettering "On Your Honor Please Deposit \$25" is to be glued right below the slot, Your chartivy logo must be put on the box and be visible. (See sketch.) I usually use the National Federation of the Blind, but Chapter 6 lists several other charities.



Assembly Instructions For Charity Honor Boxes (Page 1)

BIZ-OPS: How to Get Rich with "Business Opportunity" Frauds and Scams



Assembly Instructions For Charity Honor Boxes

One of the nice things about charity honor boxes is the start-up cost. The only outof-pocket expense is the newspaper ad. This is a successful ad that I have used several times:

CHARITY HONOR BOXES
SUPER HONEY-MAKER
SMALL INVESTMENT — BIG RETURN
1-800-000-0000

Your basic phone pitch should be short and sweet. When you talk to the mooch, and if he would like to make \$128 a day without working. The answer is always an emphate; you can tell him you have customent throughout the country who are doing that on a daily basis with just 50 of your honor boxes. You explain that you have all heavest charty connections and the only he has to do is collect the money, replace sold Toxins Pops and pay the chartly a small fee. You also explain build that he will be not you can be are handling your chartly honor boxes (which is multiplied). You here ask if he would be interested in having a Feld-X package of information Co. 10 and 10 and

If he gives you gray static about the C.O.D. charges, your comeback to him is, "We receive hundred such as the control of the

You let the mooch have a day to digest the material. On the call-back you tell him there is another individual interested in the same area and that you deal on a first-own basis. If he is first, he will have the entire area. He will also have the prime spots and be able to expand rapidly. Explain that his territory can profit-

ably support 400 honor boxes and that translates into a daily net of \$1,000. Assure the mooch that he will soon be able to become a full-time honor box route person. (One of the things I have learned about a mooch is that they all want to become independent and when you dangle that possibility in front of them in the place xpdited table.) It is imperative that you work as quickly as possible. Never give a hot mooch time to cool off. You want to close him while he is still slobbering with greed.

Usually a mooch will want a day to go over all the data with his wife. This is when ou give the mooch your singers phone numbers and once again remind him there is another person interested in his area. You call the mooch 24 hours later and ask if he had a chance to talk to the references (your singers). (The singer, of course, has a ready told you what the mooch wanted to know.) If the singers have done their job you can usually close the deal by telling the mooch the other interested party will be calling back in the evening to either purchase the area or withdraw. But the other had will be collected when the honor boxes are delivered.

Let the moch know this is a great deal. He is getting started in a lucrative business at a fraction of what it would cost to open a cheap restaurant. He is only investing \$2,500 in 50 honor boxes and another \$1,000 in locating fees. (The locating fee is optional, but I've yet to run across a mooch who wanted to locate his own product.) For \$3,500, he will be in a business that has the notential of netting \$46,560 a week.

If the mooch gives you any argument, offer to go there in person and install the boxes, but he must send you half the money now and pay you the other half as soon as you arrive. "What we are looking for," you tell him, "are people who are willing to expand and become part of our family. The more you expand, the more boxes we pand and become part of our family. The more you expand, the more boxes we had to premium locations, but I will give you a written guarantee that all the locations will be profitable." (See location guarantee in the Appendix.) "If after 90 days you have locations that are not generating the proper money, I will personally go back and relocate each one. Your success is my concern." (The 90-day guarantee gives the mooch plenty of time to become discouraged. Very few people abide by the contract and send in their weekly reports. In the end it makes no difference. The mooch is usually tired of the hassles and you should have changed your 1800-number.)

This closing pitch, along with the enthusiasm of your singers and the projected profit sheet, should send the mooch to the nearest bank. That's good because you do not purchase any boxes until the mooch gives you the money.

As long as the mooch lives in a neighboring state, you can make the "going down

there in person; promise, but if the mooch is on the other side of the country it is not profitable. You only want to make long trips when the mooch is kicking out 10 grand or more. The best way to back up a cross-country location guarantee is to hook the mooch up with a locating company. There is a list of U.S. Locating companies in the REFPERNICE chapter.

Now to give you, the biz-op operator, an idea of how much you will make on an honor box job. If you run a 7-day newspaper ad in a city of 100,000 you should close three charity honor box deals. Here is the cost breakdown on 150 honor hores.

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Profits On Honor Box Project

- Cost of boxes 150 @ \$2.25 ea. = \$337.50
- . Two singers' fees (on honor boxes, the fee is \$5 a unit) \$5 x 300 = \$1,500. (Only to
- be paid if the deal closes.) · Printing pamphlets (copies) - \$.03 ea. X 100 sheets = \$3.00
- . Newspaper ad It depends upon the paper, but I can safely round it off at \$135.00
- 1-800 phone number (starter line incoming calls) should not be over \$50.00.
- · Return calls on regular business phone \$175.00
- 15,000 Tootsie Pops \$450.00
- Two-day locating expenses (motel, food, gas) \$200.00
- Decals for honor hoves = \$22.50 Answering service – \$45.00

Summary

Boxes	
Singers	\$ 337.50
Printing	1,500.00
Newspaper	3.00
1-800-number	135.00
Return calls	50.00
Tootsie Pops	175.00
Locating Expenses	450.00
Decais	200.00
Answering service	22.50
	45.00
Total:	

\$2 918 00

Money Generated

Honor boxes — (Three packages, 50 units each) — \$50 ea. x 150 = \$7,500.00 Locating fee — \$20 per unit x 150 = \$3,000.00 Total: \$10,500.00

Cost: 2.918.00

NET PROFIT: \$7.582.00

(The honor box may also be used as a "how-to project," See Chapter 10.)

Raping The American Housewife --- Work-At-Home Programs

The American housewife is tailor-made for biz-op work-at-home programs. She is stuck at home — on a limited budget — with kids. Biz-op work-at-home programs offer her an opportunity to break out of her stagnated mold and become financially independent. For a few bucks, she has a fleeting chance to touch a deceptive dream of monetary freedom.

Every year millions of housewives respond to work-at-home ads. It is this vast pool of mooches that makes work-at-home programs easy pickings for the new, as well as the established, biz-opper.

One of the advantages to the work-at-home projects is cost. You do not need an answering service, phone number, 800 number or a suit. Your only start-up cost is a PO box, a false LD. and advertising money.

There are six basic work-at-home business rules:

- Run your ads in tabloids or housewife oriented romance magazines.
 Do not run ads more than three times a year.
- 3. Do not run ads longer than three weeks.
- 4. Use a different PO box with each ad.
- Use a different PO box with each ad.
 Use your false I.D. when renting a work-at-home PO box. (Work-at-home
- programs are on the government's possible mail fraud list. Because of this you want to keep a low profile.)
- Only use a work-at-home project PO box for 60 days. You push your ad for three weeks, collect money for eight weeks, then close up shop.

My base work-at-home programs are "Stuffing Envelopes" and "Charity Boxes." You, as a biz-opper, can work with anything from assembling earrings to assembling Christmas ornaments.

Biz-oppers refer to work-at-home mooches as "bon-bon eaters." The average work-

at-home mooch is a bon-bon eating, overweight, robe wearing, coffee-sucking housewife who wants to make an easy \$1,000 a week. For a "starter kit" fee of \$20 to \$200 she expects you to show her the road to riches. Unfortunately her road dead ends in "Sucker Alley."

Work-at-home programs promise the mooch a net of \$700 to \$3,000 a week. Almost all are assembly oriented scams. The biz-opper makes money by selling the mooch a starter kit. The kits range from assembling electronic gadgets to Christmas ornaments. The mooch will pay from \$20 to \$200 for a biz-opper's starter kit.

Turn your home into a small factory and become rich" is a phrase that has helped beganny a work-at-home mooch. That phrase, combined with a "money back guarantee" will cause a bon-bon eater to shake her piggy bank.

Guarantee, as I explain in Chapter 12, makes irresistible mooch bait. Anytime a mooch is convinced that her starter kit money is refundable, she will cut a hot trail to her local bank. BIZ-OPS: How to Get Rich with "Business Opportunity" Frauds and Scams

42 Before I go into my mooch work-at-home program, I will go over some of the workat-home program tags. The tags relate to the money back guarantees.

All of your assemble-at-home programs have inspection or time clauses. If you the biz-opper do not approve the work-at-home mooch's product, or if the product is not assembled within a certain time frame, you the biz-opper can reject it, thereby voiding the money back guarantee.

When I run a work-at-home biz-op program, it's only for 60 days. If the mooch decides within 30 days that she doesn't want to assemble the product and she requests her money back, I just ignore her. Basically, the guarantee you are giving the bon-hon eater doesn't mean shit. If they send you finished products, you reject them. If they want their money back, you ignore them. Rake in as much as you can, then disappear. Work at home projects are always good for at least \$2,000 a week. The best time to run your work-at-home ads are September, October and November. The bon-bon eaters look at work-at-home programs as a way to create extra Christmas money. In reality, it's the biz-opper who ends up with the Christmas bonus.

When running ads for work-at-home mooches, I use the tabloids. The tabloids seem to have a surplus of bon-bon eaters. The National Enquirer has a circulation of 18 million. The same people also control the Star. Rates in the National Enquirer are \$8.95 a word with a 10-word minimum. The Star is \$7.20 a word with a 10-word minimum. The Enquirer and the Star will sometimes ask for a copy of the letter you will be sending the mooch. As long as you use a variation of my formatted mooch bait letter, you will not have any trouble. The National Enquirer and the Star can be contacted at (800) 223-6226; address: PO Box 10178, Clearwater, FL 34617. The Globe tabloid group consists of the Globe, the National Examiner and the Sun; combined circulation, 3 million. Your ad automatically is run in all three tabloids. Cost, \$6.10 per word with a 10-word minimum. The Globe tabloid group doesn't care what you send in or who you screw. Just send them a cashier's check along with your ad and, bingo, you're in business - my kind of people. Address: Globe Tabloid Classified Group, PO Box 21, Rouses Point, NY 12979-0021, phone (514) 849-7733.

As you can see, one of the advantages to the tabloids is circulation. If you run the right ad at the right time of the year (just before Christmas) you can expect an overwhelming response. If just one half of one percent of a million people sent you a S.A.S.E., you would have 5,000 bon-bon eaters on line. If only 500 of those responded at \$20 each, you would gross 10 grand.

Work At Home Ads

Here are some typical work-at-home ads:

```
ASSEMBLE OUR devices at home. We pay up to $1,000 weekly.
No experience. Send SASE to BIG TIME MONEY, Suite 44,
(The cost of this ad for one week in the Globe is $134.20.)
```

43

HOME MILLIONAIRES INC., 400 Dollar Way, Suite 3, El Paso, TY 67754.

(Cost to run this ad for one week in the Globe, \$158.60.)

MAKE HOLIDAY earrings at home! We pay up to \$1,000 weekly. Year-round opportunity. No experience. Rush stamped envelope to BIG BUCKS, 62 Diamond Crest, Suite 9, NY, NY 66654

(Cost in the Globe, \$152.50.)

Work-At-Home Mooch Bait Letter

The following is a sample of a work-at-home mooch bait letter a biz-opper sends to a bon-bon eater

MAKE BEAUTIFUL HAND-ASSEMBLED GLASS-BEADED EARRINGS AT HOME

Hello there! Thank you for your interest in this excellent opportunity! Now you can make \$60,000 to \$100,000 a year in the comfort of your own home by making simple, beautiful class-beaded earrings. No experience is necessary, we show both men and women assemblers how to make our fine products.

Big Bucks Earrings are some of the loveliest and most unique on the market today. We currently need independent contractors who would like to make \$100,000 a year. We are looking for contractors who will take pride in assembling a top-of-the-line product.

UP TO \$2,000 A WEEK!!!

We will pay you \$500 for every 50 sets of earrings you produce according to our specifications. If you can assemble 200 earrings a week, WE WILL PAY YOU \$2,000.

HERE'S THE PLAN

Big Bucks Earring Company will provide you with a starter kit, which will give you everything you need to start producing earrings for profit. These packages represent a remarkable money-making opportunity. Your starter kit contains enough beads and charms thread, beading, needles, earring hooks and threaders to make 10 individual earrings. Your starter kit also includes clear instructions, illustrations and a photo of the finished product so you can get to work making your first earrings.

CHOOSE THE FARRING OF YOUR CHOICE

With Big Bucks Earring Company, you have the opportunity to choose the earring with colors that appeal to you. (After we have purchased 50 earning sets from you, we reserve the right to send you a new design. We always need to vary our inventory.) We now have two strikingly beautiful designs you can choose from.

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HERE ARE THE DESIGNS WE CURRENTLY NEED

Far East Symphony — A dramatic piece of jewelry. Dark blue beads combine with gold for a mystenous, ancient look. Set with glowing amber and green glass beads.

Victorian Fantasy — A feminine, tinkling vision with lavender, pink and blue glass beads, featuring golden hearts and roses.

Both designs are elegant and creative, yet they are actually derived from simple, traditional beading patterns found in many craft magazines. Thousands all over America have used these techniques for decades. Big Bucks Earnings uses these age-old methods, then enhances the traditional design with inventive and creative new use of colors and toxtures.

Reduc Print Chesty or Type		
Name		
Address		
City	State	Zip
Social Security #	Phone ()
Big Buck Earring Company will pay \$500 for every os \$2,000 per woch maximum. Big Buck will send diagrams necessary to make the carring desays you our standards so you can check your carrings before first. ID carrings, and mathetaines for delaning monofolious through with the work. Since it costs us in most require a REFUNDABLE registration fee of \$7 Registration citatles you to	you a Supplier Starter Kif, v choose. You will also get a e sending them in. Also mel re supplies. Unfortunately, e ne and money to register a m	ith copyrighted instructions, patterns and Quality Checklist which will clearly explo- aded will be materials and supplies for you co will the best intentions not everyone
➤ Rights to use Dig Buch's copyrighted designs for ➤ Our promise to purchase up to 200 pairs of corm > Unlimited rights to self Big Duck carrings to othe ➤ Entry into our computerized Supplier Payment Sy ➤ Openical impection of your first carrings, with in > And of course, a complete States (At as & describe	ngs per week made to our spe ers at a price of your choice) stem ps and suggestions when nec	
Big Buck cannot pay for partially-completed work or we must mast that all carrings meet the quality state. Mr. We reserve the right to refuse your first unit, for complete a unit, we cannot extend these deadlines if days and you will be replaced without obligation. Your contractor, so we deduct no taves and you are respo-	ndards elearly defined in the or which you have 60 days. for any reason. When you w As a Home-Based Supplier yo	Quality Checklist supplied with your stant tince this is more than enought time to int to quit, just don't send any units for 30 in are a self-employed independent
NO-RISK REFUND POLICY protects you? First, if for any reason you decide not to participate within 15 days of our shapping date (stamped on the questions taked. Second, after you have become a REFUNDED IN FULL, with our purchase of your to	e, you may return your starter to outside of your kit) for full stendy Big Buck supplier, yo	refund of the \$35 registration fee, no
I HAVE READ AND UNDERSTAND		
Please register me as a Big Buck Home-Ba	ised Supplier and send i	ie my Starter Kit.
Signature	Date	
I Have Enclosed: Money	y Order (atom 2.) weeks to shape count for BUSH shapping	ng Check (allow) to 6 weeks for shape and about cleaning
I would like to make the following of (NOTE: Please choose carefully, no kit ex		Please fill or completely:
Registration Fee: Victorian Fantasy, \$35. Far East Symphony, \$35 Shipping and Handling RUSH SHIPPING (money orders only, no	S	US (refusible) US (refusible) S 6.95 (non-refusible) US (optional)
	Total cuclosed	1
PLEASE sign and photocopy this agre		
then mad this ENTIRE PAGE with paym	Suite 44	IICK , Los Angeles, CA 83877
MAKE CHECKS OR MONEY ORDERS PAYA Sony, offer not good in Careada. The offer is void where p	ABLE TO BIG BUCK profibilist	e 1993 thig Buck Co

Big Buck Home-Based Supplier Agreement

Work-At-Home Earring Project Application Form

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Cost Of Earring Work-At-Home Starter Kit

Each starter kit contains enough product to assemble 10 sets of earrings.

20 pieces of string	.02
20 earring hooks (.05 ea.)	\$2.00
20 eye pins (.05 ea.)	\$1.00
200 plastic beads, assorted colors	.60
20 glass beads, assorted colors	.20
Instructions (copy)	.03
Small, cheap shipping box	.25
(Bon-bon eater pays postage.)	.20
Total Cost, One Kit:	4.0
Cost of a starter kit to mooch:	4.10
(plus postage)	35.00
Biz-op cost:	
•	4.10
Net:	
	\$30.90

When you advertise in the tabloids for three weeks you should mail out at least 200 kits.

Cost on 200 starter kits Advertising	820.00
PO Box	450.00
TOTAL.	38.00
TOTAL	1,308.00
200 starter kits cost to mooches	1,000,00
(Dius postage)	7,000.00
Cost to biz-opper	.,,,,,,,
PROFIT	1,308.00
	Av Av
Data:	\$5,692.00

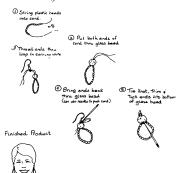
Putting together a work-at-home program is not hard. Be creative. Figure your cape in the product that sounds easy to assemble, but also satisfies the mooch's creaf factor. Bix-oppers who create the most appealing products are the ones who really cash in.

BIG BUCK Easy EARRING

Materials

- a 6-9" cord
 to 20 plastic "seed" beads
 to 1 large glass bead
 d 1 sarring were

Assembly Instructions



Work-At-Home Earring Assembly Instructions

BIZ-0PS: How to Get Rich with "Business Opportunity" Frauds and Scams

Stuffing Envelopes

The stuffing envelopes project is the easiest of the tabloid bit-op scams. I'm always amazed that people seriously believe that they can make \$1,000 a week stuffing envelopes. Evidently, greed and the 'something for nothing' ploy are too much for the bon-bon eater to resist. What the mooch dosen! know is stuffing envelopes is a sophisticate, highly mechaniced operation that is run by legitimate businesses that specialize in mass mailings. The possibility of them using a bon-bon eater is not only remote, it is a lock. As a bridge lick proper, you look undo no-bon eaters as a loke— a profitable locks.

I have been running my stuffing envelopes ads for eight years. Once a year I will run a three week tabloid ad similar to these:

```
EARN $1,000 a week processing mail. Guaranteed. Start immediately. Free details. Send self-addressed, stamped envelope to MM Marketing, Suite 99, NY, NY 99866.
(Cost in the Globe for one week: $122.00.)
```

EARN \$3,000 per 1,000 envelopes stuffed. Send self-addressed, stamped envelope to VS, Dept. 10, 731 Woodburn Ave., Phoenix, AZ 66789.

(One week in the Globe: \$91.50.)

Make \$2,000 MEEKLY stuffing envelopes. Send SASE to Christian Distributing, Suite 22, Lynn Heven, 7X 93224. (Globe cost, one week: \$91.50.)

When I receive a bon-bon's SASE, I send the following mooch bait letter (See pages 49 and 50). Note that there is no phone number on the letter, only a suite number.

Big Stuffers, Inc. Suite 66, Golden, Co. 22435

Make \$1,000 Weekly

Stuffing Envelopes

Dear Friend:

CAN YOU STUFF AND MAIL LODG ENVELOPES EACH WEEK FOR \$1,000.00? If your answer is YES! then our company needs you. We are seeking folks who want to improve their standard of living ... Folks who want more money ... more job satisfaction ... more security ... and more of al the good things in life. We have every reason to believe that we are looking for someone like YOU.

Your job will be to SECURE, STUFF and MAIL ENVELOPES FOR OUR COMPANY. You will be paid at the rate of \$1,00 for each envelope that you stuff with our business circulars. If you stuff 500 envelopes, you will be paid \$500.00 if you stuff 1,000 envelopes. you will be paid \$1,000, and so on. You will be paid for every single envelope that you secure and stuff with our business circulars ... at the rate of \$1.00 for each envelope. Your payment for the envelopes you stuff and send to us is GUARANTEED! You Will Be Paid Promotly! No Long Wait For Checks To Arrive! You will receive \$1.00 for each envelope on a regular basis. Stuff as many envelopes as you receive and you will be paid for every single one. When you receive our instructions, you will see that we mean everything that we say in this letter. We will show you how to STUFF OUR ENVELOPES and MAKE MORE MONEY DAY AFTER DAY, and WEEK AFTER WEEK for as long as you want. Of course you are not obligated to us and you can choose your own working hours ... start working when you want and stop when you want. You can quit our program anytime and even re-join at a later date if you wish. We try to make things as easy as possible for YOU.

We need you help badly ... because we have more work than our local staff can handle. We would like to mail our offers to thousands of people in the U.S.A. and Canada. If we give our our stuffing and mailing jobs to homeworkers like you, we save a lot of money that we would normally have to spend to get more office space and more office workers. We can afford to pay \$1,000 for stuffing 1,000 envelopes and will save money that normally would be spent on overhead and office expenses.

Our System Of Stuffing Envelopes is very simple ... You will not have to buy any envelopes or postage stamps. We supply all circulars free of charge. By following our instructions you will receive all the envelopes to be stuffed. All envelopes are already addressed and have the postage stamps pasted on. No licking stamps or addressing envelopes!

Anyone can do this kind of work! The only requirement is that you must be 18 years or older Place of residence does not matter! You can live in a large city or a small village. Education does not matter! As long as you can read and write simple English, you qualify to stuff envelopes for our company. IMAGINE STUFFING 500 ENVELOPES AND COLLECTING \$500... OR STUFFING 1,000 ENVELOPES AND COLLECTING \$1,000. Our company can make it happen for you . just like we make it happen for other folks just like YOU. Please note that this is not a chain letter of a pyramid scheme You will not be asked to

Envelope Stuffing Mooch Bait Letter (Page 1)

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staff anything objectionable . You will not have to sign any contracts ... AND BEST OF ALL YOU WILL NOT HAVE TO BUY ANYTHING ELSE FROM US IN ORDER TO GET STARTED ... and there is no other work involved except what we say

In order to climinate those folks who are not serious about carning money by stuffling curvelopes, but are just out to satisfy their contosity, we have decided to ask each participant for a \$35.00 registration for a 118.55 to DIPCRSI IS FULLY REFERENDABLE. It as some as you send us your fast 200 stuffed envelopes we will return your deposit plut the cost for mailing the remotions to us.

This opportunity to secure and stuff cavelopes for our company is LIMITED. This means that as soon as we get enough folks to register we will stop taking applications. So don't let this ONE TIME EXTRA INCOME OPPORTUNITY pass you by. We unge you to consider this monotyputh with you stiff have time. Think of your future and let us hear from you TODAY!!

MONE BACK GUARANTEE: We guantice that as soon as you send us your first 200 to enclose; that you have exceed and sainfeel who the curculary, you will receive \$200 to payment plan A REFERIO OF VORK \$3.500 REGENTATION FEE. We will also put you find the court of nating the encodepers to so, it has work to entire and starting supplies cost you nothing. Send as a same overlopers as you want would as long as you want. . . Stop and region out program many to want without projum gave tract feel has to us complete.

To Start earning money quickly ... just fill out and rush the registration form to us. As soon as we get it we will ushyou instructions and starting supplies to you. Don't delay! Act Today! The sooner we hear from you the sooner you can START.

Sincerely yours.

Big Stuffers, Inc.

REGISTRATION FORM

U Check — Li Cash — U Mosey O More

Li Cashoo (1.5 N) Mosey O More

Li Cashoo (1.5 N) Mosey O More

Li Landencia (1.5 N) Cashoo (1.5 N) Mosey O More

Li Landencia (1.5 N) Cashoo (1.5 N) Mosey O More

Li Landencia (1.5 N) Mosey O M

Amount of money you want to make weekly ☐ \$500.00 ☐ \$1,000.00 ☐ MORE

Please Some Regulation for pand by earth in money under will be processed and supplies stapped in 5 days. Checks are held for elearance.

Envelope Stuffing Mooch Bait Letter (Page 2)

Once you receive the bon-bon mooch's money you send this letter:

Dear (Bon-Bon):

PROFIT-

Congratulations on your decision to become an envelope stuffer. With this letter, you now have the tool to make, as I do. \$1,000 a week. In order to make money stuffing envetopes, all that's required is for you to run the following ad in a tabloid or local newspaper:

MAKE \$1,000 WEEKLY stuffing envelopes. Send stamped, self-addressed envelope to (insert the name of your company here).

After you have run your ad, all you do is wait for people to send you their SASEs. (Just like I waited for you to send me your SASE.) When you receive the \$35, you simply send them a copy of the letter you are now holding. You should easily receive 50 letters a week, giving you a net of \$1,000 weekly.

GOOD LUCK ON YOUR NEW **ENVELOPE STUFFING VENTURE**

THANKS

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BIG STUFFERS, INC.

\$ 16,782.00

What is really nice about bon-bon eaters is they are always short on cash. In other words, they do not have the capital to run a national ad. They also believe they have been taken and if they do the same thing to someone else they might be arrested. There is a question of mail fraud involved with all the tabloid programs. But as long as you use a different mail box for each project and use your false I.D., you will remain undetected

Cost Of Envelope Stuffing Project

The cost includes sending out 5,000 mooch letters and selling 500 envelope stuffer starter kits.

Three weeks of advertising in tabloids	450.00
PO Box	38.00
5,000 copies of mooch bait letter (@ \$.03 ea.)	50.00
500 copies of final envelope stuffing letter (@ \$.03 ea.)	15.00
500 envelopes	20.00
Postage, 500 stamps	145.00
Total:	718.00
Cost to mooches on 500 kits (@ \$35 ea.)	17,500.00

Charity Work-At-Home Program

The only difference between the work-at-home mooch and the vending machine moch is money. The work-at-home housewife is usually limited to a \$20 to \$200 in-terment, while the wending moch is always good for several grand. Both seem to be drawn toward what they think is easy chantly money. My successful work-at-home charts of reads:

NEMN: ROT: Work at home. Make \$1,000 weekly assembling charity products. Send SASE to Charity Marketing, Suite 2020, Chicago, IL 99984.

(Cost in the Globe for one week: \$128.20.)

When I receive the mooch's SASE, I send this mooch bait letter:

Helio.

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Thank you for inquiring into America's newest and hottest work-at-home program. Our program is the least time consuming and most profitable on the market. It can make you up to \$8,000 a month (depending on how many boxes you assemble), while contributing to a

to \$8,000 a month (depending on how many boxes you assemble), while contributing to a needy charry.

We at Charry Marketing are privileged to work with and help three nationally recognized charities. These charities all depend upon programs like outs and on people like you.

Not only will you be helping them, but you will also be financially helping yourself.

There is nothing complicated or expensive about our program. All you have to do is assemble the boxes and place them in designated locations. You then collect the money weekly, send the charmy \$2.00 per box per month and keep the rest for yourself.

Why is a chartly willing to accept \$2.00 and let you keep the rest? In a time of recession, charities are more than happy to accept a smaller amount. All the present lime, most charities are struggling just to keep their programs siloat. Remember you are doing all the work. Even though it is easy and fun, you still have to assemble boxes, collect money and keep books. You are the middle person. Without people like you, the charities would lose millors.

The amount of money you make depends upon the number of boxes you assemble. Using our simple, copyrighted method you can quictly full (opinets 50 charty) boxes. You then place them in the stores or our list and begin collecting model (on the stores) with have a legal contract with the charty you are collecting for WTH 50 CHARTY + ONOH BOXES TO ACAN MAKE UP TO \$1,000 A WEEK!!! All that's required is the initial labor in assembling your boxes and a left hours a week collecting money.

This is the biggest money maker and easiest work-at-home program on the market tolay.

For \$99.95 plus postage your charity honor box work-at-home starter kit will include:

Copyrighted assembly instructions.

10 unassembled, sturdy, beautiful pink boxes (We make our money selling you more boxes at \$9.95 each.)

- 3. Legal charity contract that you sign and send in to the participating charity.
- 4. List of local businesses to put the charity boxes into
- 5. Our IRON CLAD GUARANTEE. If within 30 days you change your mind, just return your boxes unassembled and we will promptly return all your money.
- THERE IS NO WAY YOU CAN LOSE. Just fill out the enclosed paper work, attach a cashier's check and you will be in business.

THANK YOU. CHARITY MARKETING

Biz-Opper Cost On Charity Marketing Starter Kit

10 boxes.(Purchase pie boxes at local bakery)	\$1.50
(@ \$.15 ea.)	
Copies of charities' agreements	.09
(See the Appendix.)	
Assembly instructions copy	.03
(See next page.)	
Location list copy	.03
(See Chapter 7.)	
Large padded envelopes, 20"x14" (mooch pays postage)	1.75
Total:	3.40
Cost of Starter Kit to Mooch:	99.95
Cost of Starter Kit to Biz-Opper:	3.40
PROFIT:	\$96.55

If you run your tabloid ad for three weeks you should sell at least 100 charity starter kits

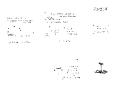
Tabloid advertising cost	\$ 450.00
Cost of 100 starter kits to biz-opper	340.00
PO Box	39.00
Total:	829.00
Cost of 100 Starter Kits to Mooches	9,995.00
Cost of Starter Kits to Biz-opper	829.00
PROFIT:	\$9,166.00

Chapter 9: Jackpots

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Another high-profit, easy to assemble project for the beginner is the Jackpot. The Jackpots clear excrylic pipe is 28 inches in length, M-inch thick, and has an inside diameter of 4 inches. The acrylic pipe costs between \$5 and \$7 a foot. The boot, or bottom, is a piece of colored plastic is inches x 8 inches and V-inch thick, A V-inch thick, 5-inch long acrylic rod is glued to the center of the plastic bottom. On the top of the arrylic rod is glued a 1 inch x 1 inch x 9-inch thick plastic coin cather. A hot glue gun is used to attach the boot to the acrylic pipe. (See diagram.) Total cost, including glue, \$19.95.

The Jackpot is still new and a good product to hit the classifieds with. (The Jackpot may also be used as a "How-To Project," see Chapter 10.) It's a game people play for charity. The object of the game is to try and drop a quarter on the plastic coin catcher.



Assembly Instructions For Jackpot

BIZ-OP: How to Get Rich with "Business Opportunity" Frauds and Scams

You locate Jackpots by using charities. I did mine using the National Federation of the Blind. The pitch is, 'It's a fund-raiser and would only be in for 30 days. We did this across country last year and it generated almost \$500,000." (See Chapter 6 for entire pitch.) With this pitch you can easily place 25 units a day.

Jackpot Newspaper Ads

NEW FOR THE '90s. Best solid business opportunity in America today. No selling. Charity related. All cash business. You need \$4,000 to \$10,000 for equipment. CALL -

ALL CASH BIZ. Qualified individuals needed with ability to handle large amounts of cash. No selling. Ideal part time. Charity. 4K-10K investment. Areas going fast. Call

NEW GAME MACHINE. Just collect cash. No selling. Charity \$\$ maker of the '90s. Must have 4K for equipment. Areas going fast, Call

Your intro phone pitch is:

Haw you seen charity honor boxes? (Yes.) Well, our charity fun machine is more popular and makes more money without the hassle of stocking or carrying candy products. Right now we have distributors who are making \$1,000 a week off 50 machines. Our biggest distributors have 200 fun machines and they are netting almost \$4,000 a week.

We are looking for an exclusive distributor in your area. If you are that person, we will guarantee that you will make money because we will be able to cream the area getting you the best doctions. Just like the first candy making you will be getting in on the ground floor of a new deal. The only thing we want as for you to expand. Does this sound the something you might be interested in! (Yes, but what kind of machine is it?) It's a new fun device that allows a quarter to be inserted into.

(Don't give them a lot of info about the Jackpot. Make them take the Fed-Ex package.) In order to get you all the pertinent information, we need to Fed-Ex a C.O.D. package of material.

If you have him "hooked," he'll give you the O.K. If not, go on to the next call. (You will get a lot of calls on a \$4,000 biz-op ad, especially when it relates to a charity.)

Mooch Bait Letter

Dear

We at S.S. Corporation want to thank you for your interest in the ALL NEW JACKPOT FUN MACHINE.

We have spent months and many, many dollars on research, development, and test marketing this exciting machine. After you have read this booklet, we are sure that you will feel the same as we do — THIS IS A WINNER!!!!!! We have "THE SENSATION" of the "90s.

We are certain you will agree this is the best business opportunity in America today. For as ities 3.5 4,000, you can start your own business. You need no office or warehouse space, no advertising budget or utility bills. Best of all, there is no product to sell. You only collect the money from the Jackpot every week and count it. You are only bigliar to send the sponsoring chantly \$2 a month. Localions — Every business is a prospect. They are all willing to donate the space to the charact, Ayrone can easily place 50 Jackpots in one day. (*Bullshit 'Ne' yet it is see a moch place one*) if you do not want to place the Jackpots, we course. Bretz is a follow this years of opperation who will secure premium potes. Of course. Bretz is a feature when the products the product of the products the products.

Either way — if you place your Jackpots or have them professionally located — we are sure this is the best opportunity available today. You will have a five-year contract with the charity. Take a day to read over the enclosed material. We will call back with information on distributors who have become financially independent.

Profit On Jackpot Project

¢ 300 nn

Cost Of Jackpot Project (20 unit deal)

\$19.95/unit x 20	
Boxes — need 5 boxes x \$10	50.00
(4 Jackpots per box)	
Copies of marketing pamphlet:	30.00
Singers \$20/unit x 20	400.00
(paid only if the deal closes)	
1-800-number (above average response):	65.00
Return calls (above average):	150.00
Answering service:	75.00
Locating expense:	250.00
Total Costs:	\$1,419.00

- Jackpots have sold for as high as \$200 and as low as \$100. For this example, we will price them at \$150. Twenty Jackpots x \$150 = \$3,000.
- Locating \$150/unit x 20 = \$3,000.

BIZ-OP: How to Get Rich with "Business Opportunity" Frauds and Scams

 Summary:
 33,000.00

 Jackpots
 \$3,000.00

 Locating
 3,000.00

Total: \$6,000.00

Cost of Product: 1,419.00

Profit: \$4,581.00

Chapter 10:

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Voice mail is a good tool for beginners as well as pros. This type of biz-op marketing is used mainly to sell \$35 to \$100 how-to packages (how to get-rich-overnight plans).

Voice mail is like an answering machine, but instead of just taking messages, it sells your product. Voice mail boxes are inexpensive. Rentals run about \$15 a month. Many private mail box rental places have voice mail boxes. For larger projects (10-25 boxes), you switch to your phone company. When you rent a voice mail box, you have complete control over what you want to record.

These are the major steps in a voice mail project:

- Get voice mail box \$15/month.
- Have 1-800-number transferred to voice mail (optional).
- Record mail box pitch (one to two minutes).
- Run newspaper ads.
- When you receive mooch's \$4 check, send him the info letter.
- Mooch responds to info letter by sending you \$35 check for complete package.

You can utilize your 1-800-number for voice mail by contacting your 1-800 carrier and telling them you want to transfer your 1-800-number from your answering service to a voice mail box. AT&T calls their service the "800 call waiting" system. It only costs \$20 for the transfer. If you do not use AT&T 5-800 call waiting" system, there is a \$30 charge to piggyback the line to the voice mail box. Then there is another \$300 harge to have it re-hooked to your answering service. If you use AT&T 5-1-800 number call waiting, you can transfer your 1-800-number back to your answering service by using a special code. There is no charge for this. AT&T can also fill your voice mail box needs. I suggest you stay with the voice mail box's phone number to start with. No need running up a 1-800-number bill.

BIZ-OP: How To Get Rich with 'Business Opportunity' Frauds and Scams en.

Two projects that I had a lot of success with were "Assembling Your Own Honor Boxes" and "The Jackpot Fun Machine." I sold the how-to booklets for \$35. I eventually hit a gross of \$5,000 a week. In order to do this type of volume, you must do two things. Have at least 10 voice mail boxes and have something that catches the public's eye. Charity vending is an eye catcher. I gave the public a chance to get into the highpriced field of charity vending for a song.

Here are some tips on voice mail box sales. Place your ad in three different daily newspapers. You do not want to make a massive newspaper jump until you know if you have a winner. Give the ads a month, and if at that time you're filling 75 to 100 orders a week, go big time.

This is my successful "Assembling Your Own Honor Box" program. It begins with these ads:

\$500 MK. POSSIBLE. Work with new charity vend system. Own your own business. Very little cash needed. 1-800-000-Ext.-5

ECONOMICAL CHARITY VENDS. Why spend \$5K-\$10K on charity honor boxes? My new charity system delivers 50 boxes for under \$150. Call 800-Ext 10.

This is the recorded voice mail box pitch the mooch hears:

Thank you for calling. If you are calling about the ad, you must be interested in charity vending. Most big marketing companies that deal in charity vending are rip-offs. They charge from \$50 to \$75 for small charity vends and up to \$800 for larger vending machines. Our company, Charity Marketing, is making it possible for a person to get into this business without hocking their house. We have developed a system where you, the entrepreneur, will only pay \$2.50 for a charity vend — a charity vend that will make just as much as a \$100 vend. We also have a collection of testimonials from large U.S. firms that have taken and will take charity vends. Fifty \$2.50 vends can bring in \$500 a

All of our charities are registered with the federal government. If you would like more information, just send a check for \$4 to: Charity Marketing,

1733 H Street, Suite 757, Chicago, Illinois 98230 and I will send it out to you right

For \$4 the mooch gets the following letter.

"Assembling Your Own Honor Box" Pitch Letter

Dear Customer:

Thanks for your interest in my company.

After working for 10 years with different charity marketing companies, I became convoced that the customer, the prescrib buying the charity marketing products (wording machines, honor boxes), was being taken. I know that charity vending is good for the charities, but it was not good for people buying the charity honor boxes. I have watched the vending marketing companies charge people \$300 for a \$100 vending machine and \$75 for a \$5 honor box. People with word work of the product of the charities, but honor box. People who wanised to get into business were selling their kinds for these overprised vends. It was unfair and I decided to develop a system that would allow the first time enteroeneur to on this toses well owned \$150.

Using my system, your honor boxes only cost \$2.50. Why are they so reasonable? Because you assemble them.

In September of 1990 I formed a company that not only helped the charities, but also gave the buyer an even break. Instead of going into debt to purchase charity vending machines and honor boxes, a person can now utilize my method and make the same amount at a fraction of the cost.

The packet you receive from my company will have legal charity contracts from four different charilies. It will also have information about the charilies. All you have to do is on choose the charity you want to work with. Each month you send the charily \$1.50 to \$2.50 (depending on which charity you choose). That means, it will only take one display a week and a half to make the money for the charity. The remaining money generated over 30 days will go into your pocket.

Example: One vend can generate \$10 a week; 50 vends generate \$500 a week. That translates into a monthly gross of \$2,000. Out of that \$2,000 you pay the charity \$75, leaving you with a net of \$1,925. All charities are aware of this, but in this time of recession, they are happy to receive any money.

Our package will take you a step at a time through the assembly of the chairly vends. There are several different displays you can choose from . Some displays hold products, others do not. You will not believe how easy they are to assemble. Why spend \$3,000 to \$10,000 when you can purchase our packet for \$35 and assemble \$0 Chairly displays yourself for under \$150?1 A \$2.50 vend will make just as much as a \$100 vend. I GUARANTEE IT.

YOUR CHARITY MARKETING PACKAGE WILL INCLUDE:

- Instructions and diagrams on where to get and how to assemble \$2.50 honor boxes. Everything will be diagrammed. They are easy and fun to do. Especially when they start bringing the money in.
- 2 Instructions and diagrams on how to assemble Jackpots, the hottest and highest grossing charily veni in the country (odar). Philing logether Jackpots is a same. There are only four pinces to assemble. We have signed statements from major restaurants verifying that the Jackpots have taken in as much as \$1.348 in 64 days. The Jackpot is a non-product vend. In other words, it has no candy in it. People put their money in Jackpots because they entry oliganior, and at the same time they are contributing a portion of it on charily.

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3. You will receive four charrly contracts. You have the option of picking out the charity you want. When you have filled out and sent in the contract, you will become a legal representative of that charry. Many of these charries depend upon operators like you to help cover their overhead. Some of our charities collect as much as \$50,000 a year from charity vedering operators. That means the money you send in smaking a big difference.

The charities' monthly fees vary from \$1.50 to \$2.50 per charity vending unit. Also in this package will be information on the charities and charity locating forms.

4. You will receive testimonate from national businesses (including a wariety of restaurant change) in reference to the charty weeds. These testimonists will allow you to place your veeds in these and other premium locations. Just by showing these testimonists, compare (irrany chan lact loce restaurants) will be more than happy to accept the charty vends. If you are hanking of petting nice this business. But do not want to be ripped off for overaposit veeds, charty Martiserig has the surveil. Why pay SS,000 to \$10,000 for honor boxes and vending machines when, for a small inferent of \$25, I can show you low to be store that the property of the property of the property of the store sealing the words because you will have more of them. We trade sealing the proof of the property of the store sealing the words because you will have more of them.

Just compare 50 of the \$2.50 vends to 50 of the \$75 vends. You are looking at a savings of \$3.600. Ask the big chamiry marketing companies if they have testimonials you can use to place their vends. They work show what you are talking about. The only thing they want is to squeeze you for every dime you have. Don't let the big vending companies get fat off your morey.

> WITH OUR SYSTEM, YOU WILL MAKE THE MONEY, NOT THE BIG MARKETING COMPANY.

Send your check for \$35 to Charity Marketing, 1733 H Street, Suite 757, Chicago, IL 98230.

I WANT YOU TO SUCCEED.

THANK YOU.

CHARITY MARKETING

When you receive the \$25.00 check, you send out a package that includes: the sketch of the Jackpot, the sketch of the Anorbo box, the list of Jackes that have the plastic parts for the Jackpot, the list of Jackes that have the black pot, the list of Jackes that have the housefor the honor boxes, the contracts from four different charties, and the locating agreements from the four different charties. See the REFERENCE Chapter and the Apoendix;

Chapter 11: Hook

* * * * * * * * *

Your initial contact with the mooch will be via the telephone. Phone pitching is the first step in setting the "hook." Once you have the mooch committed to accepting your C.O.D. marketing package, you have started the "money reach."

THE PRODUCTS YOU SELL NEED BRAND NAME FAMILIARITY. In other words, you need to draw a correlation between your product and a brand name product. When I was working with Spacebal (a toy ball with a latex loop running through II.) pitched it as the Prisbee Hoola-Hoop of the '90s. If it was a skin lotion, I used Max Factor. The old reliable for a gas or oil additive is STP. With plant products or seeds it was Lilly. Always stay with a product that allows you to use a brand name similarity. It makes your phone pitch much easier when you paint the mooch a recognizable picture. Another important part of the phone pitch is the 'Big figure gross.' The larger the gross of the industry your product is attached to, the better it sounds. Sports and toys gross over \$80 billion a year, commetics \$40 billion, automotive products \$70 billion, and vending \$10 billion. Give the mooch figures so dazzling he will automatically assume he can get a tiny piece of the pie.

Always promise the mooch an exclusive distributorship. Use Coke and McDonald's assumples. Tell him 50 years ago a Coke distributorship sold for \$750. Now the same distributorship is worth millions. Remind him that McDonald's started back in the '50s and at that time a franchise cost only \$8,000. Now the franchise fee is \$1 million

You cannot guarantee this product will become as successful, but let him know the product is selling well in different parts of the country and he is getting in on a ground floor opportunity. If the product makes it big, so will he.

The following is an example of how I found a product and put a marketing and pith program together. Spacebal was a toy product that I ran across in a small Washington town. It was a weird, well-constructed toy. A thick, hollow lates toop ran out of a solid 2-inch rubber ball. The idea was to place the loop on the end of your thumb, pull back, and fire the ball into the air. Wham. It would take off about 200

64

feet. If the thing were to hit you at close range, it would be an ass knocker. Spacebal reminded me somewhat of a slingshot with a ball attached to it. It looked more like a weapon than a toy.

I discovered it at a small street fair. After talking to the man in the booth. I found out it was being produced locally. Unfortunately, sales were non-existent and they had stopped production. He was just trying to sell off some of the inventory, but wasn't having much luck. I instantly saw the possibility of biz-opping the product. When I found out there were 50,000 of them in storage, I was overcome with greed.

I made an appointment with the owner and we eventually established a price of 50 cents a ball (\$25,000 total). I came up with a contract that would allow me to purchase the balls as I needed them. I also guaranteed the bill would be paid in six months. With this settled, I went instantly to work on the marketing pamphlet. The lead in, or first page, was set up in the following fashion.

Americans spend over \$60 billion dollars a year on sports equipment and toys. Sports toys such as the Frisbee and Hoola-Hoop not only fall in the fad category, but they also have become a regular part of the American sports and recreation scene. Frisbee sales have reached a whooping \$1 billion and the faddish Hoola-Hoop is sitting at a cool \$500 million. Spacebal is fast becoming the Frisbee or Hoola-Hoop of the '90s. Within a short period of time we have sold over a million Spacebals at \$4 each. (This was bullshit) Spacebal's patent has been applied for and we expect with our new marketing program to move over 5 million Spacebals in 1992. We want you to become part of our grassroots program. Through our marketing system, the average person (who has always wanted to own a business but could not afford to leave his job security) can now keep his job and become financially independent. If you can afford to spend five hours a week servicing your accounts and collecting money, you can achieve your financial goals.

Our original marketing team cashed in by selling the major chain stores of K-Mart, Osco Drugs, Fred Meyers, Long Drugs, and PayLess. (Which is more bullshit.) Sales quickly rocketed to over half a million, but the marketing team soon realized something was wrong. In order to become a Frisbee type of success, Spacebal needed to be marketed --- just like the Frisbee — at the smaller, high traffic stores. This was when the business opportunity concept was put together. The idea was to set up private Spacebal distributors in prime

We are looking for people who want to grow with us and are willing to handle Spacebal sports products as well as Spacebal. You, as an independent entrepreneur, can become part of this phenomenon while at the same time becoming monetanily secure. With quaranteed locations, the amount of money you make depends upon how many stores you have. The more you have, the more money you make. (I would enclose a Projected Profit Sheet similar to the one in Chapter 7)

We are not promising that you will make a million overnight, but with the right locations, you will be able to net \$2,000 a month with just five displays. The sport of Spacebal will be our next step. Spacebal launchers and catchers will soon be available to our ground floor distributors. These items, along with Spacebal, will make your business venture even more profitable. You, as one of our original distributors, will be the first to handle our new products Just like Mattel's foundation product, the Barbie doll, and Wham-O Frisbee foundation product, the Frisbee, you can become part of Spacebal's foundation products.

We have all heard people say, "I wish I had purchased a McDonald's franchise (originally a franchise was only \$8,000 anywhere in the U.S.) or bought into Polaroid, Coke, Wham-O or Sony." Fortunes have been made by those who had the foresight to 60 spacebal offers such an opportunities on the market.

There is no better time to start. According to Fortune magazine, "a changing economy, abundant support, and a national mood that embraces enterprise make these the best times for launching a business in the U.S."

The truth is that starting a business is less risky than most people think. Among members of the National Federation of Independent Business (an association of small business companies), 77 percent survive the lirst three years

Fortune also states that "enfrepreneurship (which, in this case, means owning a Spacebal distributionship) sails the way that Americans want to live today—independent, unsupervised, mobile. People want to choose where they live and work, set their work hours and be third rown bosses. By stating on a Spacebal distributorship you are taking on something that may set you up for life. A small investment of your time, money and effort may read to you'd fin a socretacylar with the source of the source

WE WANT YOU TO SUCCEED.

Spacebal Newspaper Ads

HOT NEW PATENTED SPORTS PRODUCT. Great for the beach. Distributorship available. Minimum investment 6K. SPACEBAL Marketing. 1-800-524-6692 203 E. 5th St., Portland, OR 98772

(This ad was run in coastal cities.)

HOT NEW PATENTED SPORTS PRODUCT. Will replace the FRISBEE. Distributorship available. Minimum investment 6K. SPACEBAL Marketing. 1-800-524-6692, 203 E. 5th St., Fortland, OR 98772

(This ad was run in land-locked cities. Both ads did well.)

Spacebal Phone Pitch

Hello. Are you familiar with the Frisbee and Hoola-Hoop? (Yes. Everyone is.)

Was Spacebal is on the same level as they are. It's a 2-inch rubber ball that has a latex loop running through it. The ball can be shot over 300 feet. We believe that Spacebal will become the Frisbee or Hoola-Hoop of the '90s. We have already sold over a quarter of a million and we anticipate tripling that next year. What we are offering you is a ground floor opportunity to become part of the Spacebal phenomenon. In order to answer a lot of your questions, we would

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like to C.O.D. you a Fed-Ex package. The package will contain a Spacebal and our marketing pamphlet.

(Keep the phone pitch brief. You want them to accept the C.O.D. material.)

Profit On Spacebal Project

Cost Of Spacebal Project

For this example I will use the LEVEL ONE SPACEBAL Package:

Four floor model spinners - my cost \$40 ea 4 x 40 =	\$ 160.00
Four counter-top spinners - my cost \$25 ea 4 x 25 :	100.00
1,152 Spacebals - my cost \$.50 ea 1,152 x \$.50 =	576.00
Headers and game pamphlets	50.00
Singers' fees — \$20/unit — 20 x 8 displays	
(only if the deal closes)	160.00
1-800-number starter-line	
Business line return calls	60.00
Answering service	125.00
Newspaper ad	45.00
Locating expenses	185.00
(gas, food, motel, etc.)	250.00
Total Costs:	

Spacebal Project Sales

\$1,711.00

\$5.889.00

The LEVEL ONE SPACEBAL package included: 4 counter-top spinners, 4 floor spinners, 10 headers, 20 game sheets and 1,152 Spacebals. LEVEL ONE sold for:

Total money generated: Cost of Spacebal project:	1,600.00 7,600.00
PROFIT	1,711.00

Chapter 12: Locating

* * * * * * * * *

Locating is the "wrap," or the last part of your sale. Locating is the placement of the product you have sold. As a bix-op operator, you are offering the mooch a complete package and locating is an important part of that package. "Guaranteed locations (locations guaranteed to make money or they will be replaced by ones that will) are a powerful closing tool. A mooch will gobble up the promise that his locations are guaranteed to make him money.

It makes no difference if you do the locating or a locating company does. (A list of bit-op locating companies can be found in the REFERENCE chapter.) In order to close your sale, YOU MUST LET THE MOOCH KNOW THAT HIS LOCATIONS ARE GUARANTEED TO MAKE MONEY. That is one of your strongest selling points.

In the Appendix you will find a document that guarantees locations. According to the agreement, you will provide the mooch with 'relocates' (new locations) if his product does not sell. Fortunately, 'tags' (stipulations that give you ways to break the contract) are written into the agreement. The tags are:

- The mooch must provide you with a weekly sales report. (99 percent of the time, a mooch will not continuously send in a weekly sales report, thus making the contract invalid.)
- The displays or machines shall be installed within seven days after the locations have been secured. The mooch has to show proof of this. If he cannot, the contract is null and void.
- A letter requesting new locations must be sent by certified or registered mail. You,
 the bix-op operator, must receive the letter no later than the 65th day, otherwise
 the contract is invalid. If the mooch does not meet all of the above requirements,
 but still wants new locations, he must pay to have his displays or machines relocated

BIZ-OP: How to Get Rich with "Business Opportunity" Frauds and Scams

After 60 days a mooch knows he has been screwed. The average mooch will say the hell with it, lick his wounds, and write it off as a bad experience. Unfortunately, you occasionally have a hanger-on who will fulfill all of the location agreement requirements. If he is persistent and keeps calling your service, you can do one of two things. Either change your 1-800-number to a new, unlisted one (providing that you are not in the middle of a project), or have your answering service tell the mooch that you are in the hospital. The mooch will eventually give up.

Locating is the most creative part of the biz-op scam. As I explained earlier, you sell a mooch on a display product by convincing him it is worth more than it actually

The only problem with this system is a store owner knows the retail value of the product. Your marketing pamphlet will convince an inexperienced mooch that a \$1 bottle of skin cream is worth \$7, but trying that with an established store owner is entirely different.

When signing up a store for a display, I use two different forms. The "Independent Location Agreement" and the "Placement Agreement." Both can be found in the Appendix.

If you read these over, you will see that they are "loose," meaning they are very weak legally. The meat of the locating form boils down to this: The location is letting the mooch put his displays in. The displays belong to the mooch. The store owner gets a percentage. If the store wants the display taken out, the mooch must remove it. If the mooth wants to take the display out, he can do so at any time without legal liability. The agreements are simple and non-binding, but it gives the mooch a feeling of security. He now has been accepted by a member of his business community, something he has always wanted. He is independent, free, calling his own shots. He owes it all to you and he is grateful. You are also grateful, especially when he kicks out the greenbacks.

Anyway, back to the problem of slipping an overpriced product into the store of a savvy businessman

The "Independent Location Agreement" and the "Placement Agreement" forms are custom made for the savvy businessman. Take a good look at both of these forms. THERE IS NO PLACE THAT REQUIRES YOU TO WRITE DOWN THE RETAIL PRICE OF THE PRODUCT. On the "Placement Agreement" form there is a line for "commission." On the "Independent Location Agreement" there is a blank box for special instructions. Nowhere is there a section devoted to the retail price of the mooth's product. This gives you, the locator, a tremendous advantage. You now have a free hand to verbally state a retail price without writing it down.

Let's say you are dealing with greeting cards. You've gotten a good deal on them by purchasing seconds or close-outs. You have entered into a contract with the mooch to sell him 10,000 cards at 60 cents each. Your cost was 10 cents a card. You have assured the mooch the cards will retail for \$1.75. That means if you give the store 50 cents on each card sold, the mooch will end up making 65 cents per card.

Of course you know that the cards are not worth more than 50 cents - unless you are working with an artist biz-op card. (See Chapter 16.) You must now convince stores to take the displays. The first thing you do is go to a Hallmark or any good card store and buy four high quality cards. You glue the back of the cards onto a nice cardboard folder. You do not want the store owner to see the Hallmark name on the back of the cards. The pitch is quick and fast.

"Hi, my name is ______ I'm working with a new, local card comnany and we're placing small consignment displays of seasonal cards." (Flash the Hallmarks at him.) "We put them in free of charge." (Open up one of those spectacular Hallmarks.) "They retail for \$1.25 (instead of \$1.75) and you keep 50 cents for yourself." (The store owner knows he can easily sell the cards for \$1 25.) "We will come in on a weekly basis to restock the best selling cards." (If you happen to be placing cards just before a holiday, make sure you have several of those holiday cards. If it's a holiday, tell the owner you are placing displays of that holiday card. Explain how your company will supply all seasonal cards such as Christmas, Easter, etc. The location will be receiving a \$500 display at no cost.) "The only thing we require is this form." (Hand him the form.) "It's very loosely written. Basically it states the cards belong to us, but you are to get 50 cents for each one that sells and you can have the display removed at any time." (After he has read the form, hand him a pen. You should have already filled in the mooth's company name on the "Placement Agreement" and inserted how much the location is to receive for each card they sell.)

Any common sense businessman will see the potential of getting something for nothing. There is no risk involved.

By using the "Placement Agreement" form, you do not expose the retail price of the product. When the mooch looks at the "Placement Agreement" he only sees the 50-cent commission. He has no idea you have told the store owner his \$1.75 cards are going to sell for \$1.25.

After you have completed the agreed number of contracts, list all the stores on the LOCATION LIST. (See the Appendix.) The bottom of the LOCATION LIST form reads: I hereby acknowledge receipt of a copy of the list of locations from my route of (Insert the product. In this case it would be 10 greeting cards displays.) with the understanding that no guarantee of profit is made or implied by the

Touring the locations is always tricky. One golden rule of the tour is NEVER LET THE MOOCH HAVE AN IN DEPTH CONVERSATION WITH THE LOCATION OWNER

I have two effective ways of accomplishing this. Since your mooch is a novice enterpreneur, he needs your advice. You are a teacher: he is the student. Using this kind of power, you pre-warn the mooch that business owners do not like to be disturbed. Tell the mooch you had to set up an appointment before you could talk to the

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store owner. Explain that, "In order to stay in the owner's good graces, we only want to pop in and out." By using this pre-warning ploy, you eliminate the chance of the moch staying around and chatting about the cards.

The other way of speeding up the tour is to use only one car, yours. I always insists that we take my automobile. By controlling the opposite of the drive time, you effectively keep the mooth from listering. When their is finished, stop at a McDonald's or a bright little coffee abop. Generally support the stop of the mooth carbon-less mothers, the control signed (for the mooth a carbon-less mothers), the control signed control signed control signed to the control signed control signed to the control signed to the control signed control sign

Aftermath

Most of the time, a mocch will get his displays installed. It is usually by mistake or uplow. The store owner might be to bus up to look at the display and he will just point to to uplow. The store owner will be out when the man care and say, "Put it over there." Sometimes the store owner will be out when the mocch drops the display off. Other times the store owner will just feel sorry for the mocch and let him leave it. It makes little difference. Usually after 30 days the store owners will want the displays taken to.

If you are a smart biz-op operator, you will get the mooch a "backup" location. There is a good chance the store owner might turn down the card dispays, Backup locations can alleviate excess mooch bitching. Hopefully this will do the trick. If not, all all hell will break loose and you will need to have your 1-800-number changed to a new, unlisted one. That means the only way the mooch has of contacting you is through your PO Box. After 30 days he will time of sending you nasty letters.

Chapter 13: Vending

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Snack vending is the backbone of business opportunities marketing. When I started biz-opping, vending was my primary source of income. New biz-oppers still cut their teeth on honor boxes and candy vending machines.

Vending has been around longer than Christianity. The first vend popped up in 215 B.C.1 was a primitive vend that reacted to the weight of a coin and spilled out a small amount of holy water. Since that time, inventors and biz-oppers have created a business that is currently grossing over \$10 billion annually. Vending machines now soit out everything from froza teaks to hot. by the-slice pizza.

Candy vending accounts for 80 percent of the solid food vends. There are bulk vends that dispense handfuls of nuts, countertop vends that kick out full-size candy bars, compact vends that hold bite-size candy bars, and vends with built in microwaves that not only give you candy, but pop popcorn as well. (See REFERENCE chapter for a list of manufacturers.)

Your vending machine newspaper ad plays an important part in vending sales. It must be more interesting than other ads. Here are samples of successful vending machine ads.

SNACK ROUTE. Newest and most profitable snack machines are opening up hundreds of new locations. Seeing is believing. Earnings can exceed \$1,000 weekly. Part time. All cash business can be yours for as little as \$5,600. Call 1-800-

\$ SUCRES IN 1994 5. Unlike anything you've ever seen, the hottest little vending machine is sweeping the mation. This is an incredible opportunity to secure your financial future. To cally receasion-proof. No experience needed. No selling. Deal only with highly established accounts. Fantastic profits, part of full time. Be the first in your area with our proven money-maker. If you are sincere about your financial future, constitution to today for a color pamphet. Investment of \$3,800 opens your world the property of the color part of the color

chain of instant profit centers. Call 1-800- to get in on this ground floor opportunity.

BEST ONE MAN BUSINESS EVER. U.S.A.'s number one money-maker in automatic merchandising. It's hot! It's here now! It can make you independent. No selling. No overhead, Start part time. Approx. 4 hrs./wk. Investment required \$15,950. Limited opportunity. cell 12 hours for brochure. 1-800.

SMACK ROUTE. Established locations. Profitability guaranteed. \$800/week cash income. Call 24 hours for free brochure. 1-800-

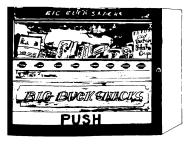
The last ad promises an established candy vending route. It gives the impression that the machines are in place and making money. The ad is called a "grabber," something that will get the mooch on the telephone. Once he's on line, ask what city he lives in. Then explain that you have 10 great locations (in his area) that want vending machines. These locations are so good that he will make \$800 a week. All he has to do is purchase the vends, place them in the high grossing locations, and start making money.

This is your primary lead in pitch for an established vending route ad. When you will have to up the price of the vending machine to compensate for the locating fee.

After closing one of these deals, you will have to hustle. The locations should be ready before the machines are sent. If not, don't worry about it. As long as you have the mooch's money, he is at your merry. When using the established route ad, have the machines in stock. On the other ads, you can wait until you have the mooch's money before purchasine the vends.

Countertop Vending Machine

Weight: 85 lb. Size: 30 × 20" × 22" Capacity: 185 (tems



Big Buck Brand Mechanical Countertop Vending Machine

74

Play around with different vending ads. See which one works best for you. I occaeinally run two different ads in the same paper. It's interesting when the same
mooth responds to both ads. You know right away that you have an "air-head" on line.

Today there is a glut of vending machines. Manufacturers are producing and selling vends at a record rate. Selling the machines is not a problem. The only difficulty in locations, but that can be easily overcome by using charities. (See Chapter 6.) If you study. Chapter 6 and the charity forms in the Appendix, you can locate from 5 to 10 machines a day.

There is an art to purchasing vending machines. The best buys are used machines from your persons modes. Always keep a mooth hit list, a list of all people to whom you have sold vending machines. One of your modes are the following until you have but we have built up a mooth hit list.) To peom to your modes will want to unload their machines within one year. Directing machines to business to put in one candy bar quickly changes the open proposed to the people of the people

Put usgluher mass and potazet. You are now going to become a buyer of used wording machines. It call no company twenting Liquidiator of America. The name is beliefly in machines. It could not seek of the postared. (Do not use a PO Box number, only a suite address.) The rest of the postared reads: "WE BUY ALL USED VENDING MACHINES. COUNTERTOPS, UPRIGHT VENDS, MICRO VENDS, ETC. CALL POR INSTANT CASH. 1980.

Since the mooch will recognize your voice, make arrangements with your answering service to give out the information. There will be an additional charge, but it keeps you out of the picture. (Instruct the answering service is to ask what type of machine it is, if it is in good shape, and how old it is. Authorize them to quote these prices: \$75 for counterupe, \$200 for urpirght vends, and \$300 for mirrowave vends. The mooch is to re-pack the vends and have them sent C.O.D. will-call to your specified U.P.S. terminal. Try to get him to pay the freight. If he bitches, youll have to pay.

When they arrive, check the weight of the boxes. Countercrops will weigh 85 pounds, incrower vends 158 pounds. Het DUS form indicates weight is different, sak for one of the boxes to be opened. If they refuse, do not accept the shipment. The mooth who sent the machine expects to be paid by cashing's check. There is nothing wrong with this, but protect yourself. Once you have checked the weight and given UP. S. the cashier's check, you had better act quickly, Open the boxes. If the mooth has sent you badly damaged machines, then re-tape the boxes and give the boxes and give the sent you be such as the product of the sent you be such as the product of the sent you have the control to the sent you be such as the sent you have the control to the sent you have the sent you have the control to the sent you have the control to the sent you have the control to the sent you have the sent yo

Until you have compiled a mooch hit list, you will have to rely on classifieds and manufacturers for your vending machines. If you are a serious biz-opper, the classi-

field will become your second Bible. You have to devote time to the classifieds. Read them daily. You never know when a hidden money-maker will pop up. May a time I have practically stolen used vending machines advertised in the classifieds. A desperate mooth will sometimes take almost any offer to get rid of his vending machine burden. Another classified vending method is the vending purchasing ad. LOOKING FOR USED VENDING MACHINES. WILL PAY CASH. Phone 8." This ad will sometimes create more business than you can handle.

Always check the mechanics and condition of the vends. For countertops offer \$75 to \$120, for upright vends \$150 to \$200, for microwave vends \$200 to \$500, and for hot food vends offer \$200 to \$300.

Your last option is the manufacturer. Even though the prices are structured to let you make good money, your net profit will not be nearly as much as on the used machines. A list of vending manufacturers and prices of their machines can be found in the REFERENCE chapter.

Profit On Vending Machine Project

I am going to work with the most popular vend, the countertop. The package will be be 10 used machines. Very seldon will the mechanism in a manual vending machine give you trouble. If a coin mechanism goes out, just order a replacement. Most of the nucle machines will need to be touched up and polished. It only takes a little work to make a vend look brand new. If at all possible, keep the machines in the original boxes. If not, buy evod, sturdy, nice looking shipping containers.

Vending Machine Project Costs (10 Countertops)

Cost of 10 used vends: \$75 x 10 =	\$750.00
Cost of refurbishing — spray paint, steel wool: (you can have it done by professional	30.00
appliance repair person)	
Shipping boxes (good ones): \$10 x 10 =	100.00
Singer fee: \$20 a unit x 10 = \$200 x 2 singers = (only if deal closes)	400.00
1-800-number starter-line:	50.00
Business line return calls:	100.00
Answering service:	45.00
Newspaper ad:	175.00
Locating expenses: (gas, food, motel, etc.)	250.00
Total Costs:	\$1,900.00

Vending Project Profit

10 Countertops @ \$600 = Locating fee, \$100/unit = Total Sale: Total Costs =	\$6,000.00 1,000.00 \$7,000.00 \$1,900.00
PROFIT:	\$5,100.00

If you run a week-long ad, you should close three vending packages, for a total profit of \$15,300.00.

The pitch on the wending machines is similar to that for the honor boxes. (See Chapter 8) Ask the moche if he would like to make \$800 a week with only 4 hours of work. He will have an exclusive distributorship, a ground floor opportunity—all of your distributors are making money are making money are making money to the machines will be moved. The mooch will be taken around and introduced to the storr or company owner.

It doesn't have to be a long or complicated pitch. Go for the greed factor. The mooch is calling because he is hoping to go into business and get rich. Tell him what he wants to hear.

Here's the lead-in to your profit pamphlet:

Dear			

Here is the pamphlet you requested regarding the billion dollar world of vending. Each day, millions of coins are poured through coin-operated devices, Automatic merchandising is one of loady's fastest growing industries. Everyday nearly 7 out of 10 persons will do business with automatic merchandisers. The fantastic potential for this business has only begun to be fully realized.

Not only is the greatest growth of vending ahead of us, but also the greatest diversification of vending is yet to come.

Here are a lew reasons why automatic merchandising is practically exploding. The high cost of labor in personal selling activities makes automatic vending a more interesting alternative. Vending machines can operate virtually anywhere and at anytime. The trends towards more impulse purchasing by consumers will benefit the growth of this industry.

Our compact counterion meets the huge demand by thousands of businesses that do not have the floor space for large floor models. Our counterior is 100 percent mechanical, requiring no costly repairs. It costs at fleets than electronic machines. It holds up to 175 tenses and resembles line office furniture. In America total snack sales are over \$19 billion and growing 10 percent annuals? You can have a piece of the vending pie.

At present, our vending company is working with a select number of distributors. Each of our distributors runs a profitable operation and we are looking for more distributors to join our family.

Please go over all the enclosed profit material and a representative will call on you with information on distributors who are becoming financially independent.

Chapter 14:

Government auctions present excellent opportunities for biz-oppers. The government sells over \$1 billion in surplus every year. My most profitable biz-op government auction deal involved the purchase of 100 microwaves. (See Chapter 17.)

The major drawback to auctions is cash. If you are just starting, and short of cash, auctions might be beyond your means. I have put together a complete list of things you need to know about auctions.

Once you have decided to attend one, make sure you know how to get to the location. Drive by before the auction, check out parking and see how to get inside. This eliminates some possible reasons for being late when the time comes.

Get there early enough to inspect the merchandise. There is usually an open inspection period that will allow you to look at the goods. Sometimes the inspection takes place the day before the auction. Always ask. If you are after biz-op items, make sure they fall into the biz-op merchandising category. REMEMBER, at an auction all sales are final.

When bidding for an item, make eye contact with the auctioneer. This will let him know you are a serious bidder. Make sure you know the bidding amount of the item you are interested in. If you are interested in. If you are neurone, ask the auctioneer to repeat the amount. Auctioneers speak rapidly, so don't get confused and buy something for more than you intended

At government auctions, no deposit is required to bid. If you make a purchase, you must make a partial payment of 20 percent of the total amount. (Unless full payment is required.) Full payment will be accepted in the form of cash or money order. No PTSonal chack-g

Government auctions are supervised by the General Services Administration (G.S.A.). See REFERENCE chapter for the G.S.A. office closest to you. Also in the REFERENCE chapter is a complete list of the government's Defense Re-utilization and Marketing regional sales offices.

There are two other government auctions — neither is too much benefit to the bixopper — merchandise seized by drug enforcement and the U.S. Customs. These items
are sold at seaded bid action, but got bid is just like an auction, except the bids are
placed in a seader of the place of the p

Other auctions that I have done extremely well with are the bank and financial auction. I bid on and got 100,000 boxed bottles of Rain Forest skin lotion and hair cream — a horrible product from the rain forest of Costa Rica that turned out to be a great money maker. (See Chapter 15.)

Bank auctions are held because companies or individuals can no longer meet their financial commitments. In order to recoup some of their money, the banks have an auction. This means a biz-oper can get a great discount on money making items. These auctions are held about every two weeks, depending on how long the institutions want to hold the merchander.

Where do you find these auctions? First look in the Yellow Pages under Banks, Credit Unions, and Finance Companies. Call them and ask when the next auction of repossessed property will be held. They will tell you the time and date. Also check the classifieds in the local paper and in U.S.A. Today.

When you get to an auction and you have been declared the high bidder, proceed to the cashier a blade. You must pay at least \$150 on your purchase price before the end of the auction. This is a deposit on your merchandise. You will then have seven days to pay the belance. (Be sure to keep the receipt for your deposit.) If the balance is not paid in the specified time, you lose your deposit and the merchandise is auctioned off sain.

Chapter 15: Rain Forest

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Bank auctions can sometimes lead to unexpected wealth, as in the case of Rain Forest. I was working a mooch in Florida and, as always, I picked up the local paper and checked out the classifieds. Under Auctions, I found that the Bank of Carney was auctioning off several different lots of repossessed items. I called and discovered one lot contained skin care products.

There was a combination of 100,000 bars of sop, and bottles of skin cream and hair cream. A cosmetic company called Rain Forest had imported the product from Costa Rica. According to what I could glean from the literature, all the ingredients were from the Costa Rican rain forest. I opended up several bottles and wasn't impressed. It was poorly packaged and the bottles were of a cheap rubber composition. The skin cream reminded me more of white axing grease than skin lotion. I could see why it didn't sell. That made little difference. If the price was right, I knew it could be bit-opped for a tidy profit.

Included in the lot were 1,000 empty small sample jars labeled Rain Forest and approximately 900 cheap, thin-pressed wood displays. The displays were not much more than firewood, but that was all I needed. Those items combined with the bottled axle grease would be the key to the Rain Forest project.

My bid of \$5,000 got the whole lot. My cost per unit was five cents. The displays were just thrown in as part of the package.

There were three different products — hair repairing cream, cleansing bars, and skin cream. I decided to go with packages of 12 and 25 units. The big package would include 25 displays with 1,000 bottles of hair cream, 1,000 bars of Rain Forest soap, and 1,200 bottles of skin cream. I had enough product to sell approximately 35 big Packages

We rented an office storage space in Tampa and set up shop. Our first marketing step was to purchase enough good quality skin cream to fill up the 1,000 sample containers. Next we found a high-quality wooden display, With display in hand, we went to a Sears family photo studio. At that time, Sears was having one of their specials

where you and the kids sit in front of a pull-down backdrop for a anapshot. Our chosen backdrop was a waterfall. For the family, we substituted a Rain Forest display. For \$29.5 we need on you had not cover photo for the Rain Forest marketing panphlet. We then joined the Better Business Bureau. The B.B.B. can be a real asset when you are working on a long-term project. Since your company is new, the B.B.B. will not have any complaints. That gives you bonus mooch points. A mooch always feels more confictable when the B.B. verifies that your company is complaint-free.

One of the things you must do when working with a cheap, worthless product is create the brand name illusion. You want to convince the monoch that this product is as good as Estee Lauder. The only reason it is being sold for less is that people are not familiar with it. I also creates a consumer friendly stitude. Instead of paying \$50 an ounce for Estee Lauder, they can now buy a product that is comparable, Rain Forest, at \$5an ounce.

To help enhance Rain Forest's image, we put together a list of the best skin lotions in the world. Naturally, the list included our bottled axle grease. This list helped plant the seed in the mooch's mind that Rain Forest skin cream was as good as any big-name product.

Facial Skin Care and Hair Care Products Represent A \$4 Billion a Year Market In The U.S. This is a List of The Very Best

Brand Name	Size	Retail Price
Healing Skin Creams		
1. Lancome Anti-Aging Cream	1.75 oz.	\$35
Biotherm Wrinkle Smoother	1.37 oz.	\$32
 Prescriptives Multi Moisturizer 	1.09 oz.	\$37
 Estee Lauder Controlling Cream 	1.75 oz.	\$60
 La Prairie Creme Cellular 	l oz.	\$80
Ultima II All Night Moisturizer	l oz.	\$40
Shiseido Facial Nourishing Cream	l oz.	\$37
8. Princess Marcella Borghese	1.85 oz.	\$25
Elizabeth Arden Day Renewal Emulsion	1.75 oz.	\$52
Clinique Daytime Moisturizer	1.75 oz.	
 RAIN FOREST NATURAL PRODU 	JCTS CREAM \$83\$\$\$\$ 12.95!!	\$37

Miracle skin creams are in abundance. Claims of getting rid of wrinkles and old age blotches are as common as apple pie. Everyone wants to stay young. The mooch can relate to this. He also realizes that skin rereams are expensive. Many people may want high-priced skin cream, but cannot afford it. But now, thanks to the Rain Forest distributor, the dreams of the average working woman can be fulfilled. Beauty and youth will be hers forever.

Rain Forest Newspaper Ads

\$ UNLIMITED \$\$\$\$\$. New! All-natural skin products. More advanced than Estee Lauder. Ground Floor Opportunity. RAIN FOREST — the COSMETIC WAVE OF THE FUTURE CALL.

A+SUPER DOLLAR\$. Billion dollar industry. NEW!! HOT! All natural skin product. Exclusive distributorship — \$10K required. RAIN FOREST - Call

MAKE \$200,000 A YEAR!! Own a natural cosmetic business. NEW. Exclusive distributorship — No experience necessary — \$10K RAIN FOREST — Call

The Rain Forest phone pitch will sound familiar. (That's because all the pitches have the same format.)

Hi ____

Are you familiar with Estee Lauder and Max Factor! (Ves. everybody is.) What we are offering is a product that is on the same level. if not above, Estee Lauder. We have spent millions of dollars on research. It has taken years to perfect an all-natural product of this nature and we have finally gotten the O.K. to begin our marketing in the United States. We do not want the skin cream to be mass marketed in chain stores such as KMart or Wal-Mart. We want to set up distributors who will have an exclusive territor. They, in turn, will get this fobulous new product into the hands of the independent beauty shops, tanning alons, dermatologists, etc.—shops that work one one with their customers.

The skin cosmetics business grossed over \$4 billion last year and Rain Forest is going to be taking a big piece of the pie. The distributors that get in on this ground floor opportunity are going to make money. If this is something you're interested in, we would like to C.O.D. you a Ped-Ex package of information.

Marketing Pamphlet First Page

I used some of the literature that the old Rain Forest company had put together. A lot of it is a low-key, product pushing, soft sell. I incorporated it with some of my own hype and this is what I came up with.

Door			

We appreciate your response to RAIN FOREST, THE NATURAL COSMETIC WAVE OF THE FUTURE. Rain Forest Products has developed the most advanced beauty system evaluable anywhere in the world four rare and active imprecients are obtained deep inside the rain forest in Central America. Our natural, patiented formulas are the premise to an enterior for all America. Our natural, patiented formulas are the premise to an enterior for all America.

We are acquiring high quality, all-natural ingredients from the incredible Costa Rican nan forest and trying to help re-flourish the destroyed area. We always try to avoid use of industrialized ingredients, but in some cases it is necessary to include a minimum amount of some stabilizer or preservatives. (I personally thought they got the ingredients from a South American Tubble Isotory.)

We have spent many years improving our techniques to achieve the most natural product. We are now sure that our line is one of the best for people who appreciate natural products. Our soaps and creams are manufactured with absolutely traditional procedures, using ancient techniques to maintain their unique quality.

Our line is the result of years of experimenting with raw and rough ingredients like herbal powders, influsions, oils, extracts, concentrates, mud, clay, sea elements, etc.

We are now oftening distributions to a few selected people. Those who become part of our family will be on the same level as the first flast Factor or Coca-Cold distribution. Stop and think. How many people do you know who made an \$5.00 investment in the first Monads's franches? Not too many. (McConads's franches are now \$1 million.) That's because it alses people with insight who are willing to take that first enterpeneurual steps. Those with that insight will be Amenda's net millionaries.

Are you one of those people? We have the product and we want dependable distributors who are visionaires to handle Rain Forest. Our professional locators will secure the highest quality places for the Rain Forest displays. All our distributors have to do its restock (which you will be doing a tot oil, drop off literature, see if the shop owner has any questions, and THEN COLLECT YOUR MONEY. YIAN could be simple.

You have a chance to become part of a ground floor operation in an industry that grosses over \$4 billion annually. This opportunity may never come along again.

Try the sample that we have enclosed. I'm sure you will agree that it is the best skin cream in America. (It was Then carefully read over the enclosed material. In a few days, we will call back with information on other distributions who, for a \$10,000 investment, have reached their financial goals. The American dream for them is a reality — just as it can be for you.

Cost Of Rain Forest Project

Loss of two different packages. One package had 12 units, the other 25. In this exmaple we will use a package of 25. I will also include the cost of my "jaint." (See Chapter 5) as well as the Sears pictures, wooden display and cost of a good skin cream.
These items are ano etime only expense. On a big money project, we went to national
as well as local papers. All the expenses will be higher than normal.

(Rased on packages of 25)

- Rain Forest skin cream. The "mooch" receives 1,250 assorted skin creams. My cost: \$62.50.
- Rain Forest hair cream. The "mooch" receives 1,000 units. My cost: \$50.
- Rain Forest cleansing bars. The "mooch" receives 1,000 units. My cost: \$50.
- Cost of marketing pamphlet, color covers and 500 pamphlets for the mooch to hand out: \$225.
- . USA Today advertising: \$475/week.
- . Local newspaper advertising, California and Texas: \$350.
- . 1-800-number incoming calls: \$145
- . Business line (going out): \$350.
- Answering service: \$125.
- Singers two singers were paid \$50/unit to set up a total of 24 "plants" (See Chapter 5.) \$1,200. The singers were then paid \$20/unit to tell the mooch how great Rain Forest sales were. Two singers x 50 units x \$20 = \$2,000.
- Cost of skin cream to fill the empty sample bottles: \$340.
- · Nice wooden display: \$125.
- Sears photos: \$29.95.
 Locating expense (25 units), Motel, gas, food, etc. \$350.

Summary:

Skin cream Hair cream Soap Printing	62.50 50.00 50.00 225.00
USA Today ads	475.00 350.00
Local paper ads 1-800 #	145.00
Business line	350.00
Answering service Singers	125.00 3.200.00
Good skin cream	340.00
Display	125.00
Photos	29.95
Locating expense	350.00
Total Costs:	\$5,877.45

Profit On Rain Forest Project

Rain Forest akin cream — 1,250 containers at \$5.77 ea. : Rain Forest hair cream — 1,000 containers at \$3.99 ea. : Rain Forest soap — 1,000 bars at \$1.45 = 25 Rain Forest deluxe displays \$229 ea. = Locating fee \$250/unit x 25 =	\$7,212.50. 3,990.00 1,450.00 5,720.00 6,250.00
Total:	\$24,622.50
Cost of Product:	5,877.45
PROFIT:	\$18,745.05

We ended up having enough product to sell 30 packages. After that, we shut down and I beat a hot path out of Florida. My partners and I netted almost half a million in six months.

The REFERENCE chapter has a list of cosmetic companies you can purchase discontinued items from. Most of the time you will have to create a new name for the product and have new labels made for each bottle.

Chapter 16: Greeting Cards

* * * * * * * *

There is hardly a person alive who has not received a greeting card. Everyone knows that cards are a profitable, big business. Just look at Hallmark and Carollton. A \$2 card has a buck and a half of profit in it. It's this "fat money" that makes Hallmark big, but it's the mooch's fat money that makes the biz-op operator big.

If you are going to run a greeting card ad, you need to find a card source. Good sources are stores that are bankrupt or going out of business. Ab is-poper has to be a continual classified ad watcher. It's in the classifieds that you find good deals — drug-stores going under, stationery or grocery stores closing. These are things that sud-elvely pop up in your local paper. One week there will be a bankruptcy auction, the next week everything will be sold. If you are looking to pick up auction bankruptcy cards, you must continually scan the paper. You should never pay more than one to two cents a card at an auction. You priet to the mooth is 50 cents a card.

There are easier ways of locating cards than at an auction. One is purchasing seconds, or close-outs, that the big card companies have. (There is a list in the REFER-ENCE chapter.) The best way to approach these companies is with a letter. Here is the correspondence I send requesting seconds or close-outs:

> Big Time Marketing Seattle, WA

American Greeting Cards Cleveland, OH Attn: Sales Dept.

Our company appresents a rhain of 90-cent stores in the Northwest. Our client has revested a larger selection of geneficia goards. We realize that Amenican Generic cards are of a high quality and see do not expect them to give us a top of the time card. What we see searching for are seconds and close-outs. We do not care if the cards have blowmishes, but we would like seasonal cards (K-mas. Easter, etc.), as well as the traditional brinday and Per-Wells. We need to purchase them in lost of 5,000 to 1000. People do not expect high Per-Wells. We need to purchase them in lost of 5,000 to 1000. People do not expect high

quality in 99-cent stores, but we will naturally need envelopes and, if at all possible, headers for the spinners. We would appreciate a reply within 30 days. If you have any questions, please call 999-999. Thank you.

(You can use a variation of this formatted letter with cosmetic companies, seed companies and automotive companies.)

companies and automotive companies.)

Almost every card company will come up with something. Always keep the price at 10 cents a card or less. Remember, you have to pay for these up front; the "sell then buy" method will not work.

The least expensive way (the way I like most) of biz-opping cards is the local artist route. If you know an artist or a cartoonist who is willing to put together a series of 24 different greeting cards on a percentage basis, go for it. Providing, of course, the artist is half deem!

I worked with an Hispanic college artist who was exceptional. He put together a series of cards that appealed to the Spanish population. I sold 10 different distributor-ships in California, Texas, and Arizona. All of his artwork was of a Spanish cartoon theme done in black and white. I produced samples by going to the local guick printer. There I instructed the printer to make copies of the cards on a high quality, heavy duty gloss paper. After the copies were run, I precisely cut and folded them. Twenty duty gloss paper. After the copies were run, I precisely cut and folded them. Twenty compared to the cards of the product of the cards of the car

You must always work out the percentage agreement with the artist before entering in a bit-op- artist deal. Even if he is a friend, but it in writing. If he doesn't create
cards that look decent, no one makes money. All he has to do is create a mooch card.
It needs to have a character or seen that you can sell as being your trademark. No
one else has this card and your mooch will be the only one in his territory to have it.
My fispanie artist created a crazy rabbit. All of the text was in Spanish and in Enging.

My agreement with the artist guaranteed that he would receive 7 cents for each card sold. On a five-display deal (5,000 cards), his percentage was \$350. A card package always starts at five units. It consists of five floor model card spinners that hold different cards, 5,000 cards (1,000 per display) and five headers.

If you are purchasing cards at an auction, the spinners might be included. If not, there are several different ways of tracking down spinners. One is to call all the local grocery and drugstores. Ask if they have any used spinners they want to get rid of. If they do, make sure the spinners are sized to fit your cards. Never give more than \$20 for a used spinner.

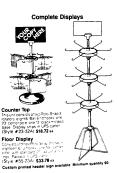
One drugstore actually gave me 10 aluminum greeting card displays just to make more room in their stoarge area. I took the spinners to a sandblasting shop and had the old paint removed. The next two was at an auto paint shop for a quick glossy, white cost. Sandblasting 125, painting \$200, total \$325. A beginning biz-opper can save money by using a little thow grees, snadpager and canned spray baint.

If you cannot find used displays, check in the Yellow Pages under Grocery-Drugstore Displays or Showroom Displays. You should be able to find what you want, but it might be too expensive. The cheapest route is to go mail order with Siegel Displays. (See REFERENCE chapter.) Twenty card spinners will cost you \$60 each. You always want to triple the highest wholesale price of the displays. If they are \$60, you charge the mooch \$180.

the mison.

As far as the cards go, you need to wholesale them at 50 cents each. Anything above that might scare your mooch off.

If you are printing a local artist card, you should be able to produce them for 16½ cents a piece. That includes the artist's fee, printing and an envelope. I have gotten cards at an auction for as low as two cents, but verything at an auction is cash. The asme is true of the Hallmark type of close outs. The big drawback to company and auction cards is you have the cards before you have bagged the mooch. With artist histop cards, you pay for the cards with the mooch smoney.



Product Displays
(Illustrations courtesy Siegel Display Products)



GREETING CARD DISPLAYS

movies. Mad it show an during a arm agon, Assertance of the Assertances





AR13 DOUBLE SPINNER DISPLAY in the second of



AR6 STUDIO CARD SPINNER

SECURE FLOOR

Greeting Card Displays (Photos courtesy Siegel Display Products.)





Two Versions of Seed Spinners (Illustrations courtesy Siegel Display Products.)

Dear	Dear		_	
------	------	--	---	--

Thanks for your interest in our exclusive greeting card distributorship. Our unique, attractive cards were the hit of the Atlanta card show.

If you are a new entrepreneur, you need to know four things about cards:

1. How safe is my investment?

- 2. Who is in the business now?
- 3. How much are they making?
- 4. Can I reasonably expect to do as well or better?

Those are really important questions and the enclosed material has the answers. You'll find facts, figures and specific information.

With Hispanic Creations, you will have the best of several worlds — money, success, enjoyment and — perhaps the greatest gift of all — complete independence.

Our distributors require no special skills in sales, bookkeeping or technical training to manage their business. No heavy lifting is involved. All that's required is a desire to be financially successful.

If there is one thing you can say about successful people it is that they open the door when opportunity knocks. Our distributorship is knocking really loud. You are looking for the best business you can find; we are searching for the best sellers in your area.

We appreciate your interest. Now, carefully review the facts and figures in the enclosed material. Go off by yourself where it's quiet and read it from cover to cover. You'll see why cards by Hispanic Creations are a success. You'll discover why, as a grassroots distributor, you have the same opportunity as the first Coca-Cola distributor.

Analyze the information today. Make notes about any questions you may have. We will call you back within the next few days and respond to any questions you have.

Should you want answers before we call, use our foil free line, 1-800-, and ask for You will now have the opportunity to join the satisfied family of Hispanic Creations, OUR DISTRIBUTIORS DO NOT ANSWER TO A SUPERVISOR OR BOSS. THEY CHOOSE THEIR OWN WORKING HOUSE, PART TIME OR PULL TIME. THEY ARE ASSOCIATED WITH AN INDUSTRY THAT IS EXCITING AND TRULY REWARDING.

Best of all, you can be up and running in a few weeks. But don't hesitate too long. We have received inquiries from many, many persons who responded to the same newspaper advertisement in your area.

The next time we speak on the phone, I'll give you the names and phone numbers of some of our dealers. This will enable you to get an overall picture of the success of His-Panic Creations.

Profit On Greeting Card Project

\$3,065.00

		Project:

(Based on a 10-spinner biz-op artist package using reconditioned spinners.)

Cost of printing cards (black and white on good gloss paper): 8 cents ea. x 10,000 = \$ 800.00

Cost of 10 reconditioned displays: = 350.00 Singers' fees: \$20 a display x 10 x 3 singers = 600.00 (only to be paid if deal closes) Artist's percentage: 7 cents x 10,000 cards = 700.00 Answering service: 45.00 1-800-number starter-line: should not be over 60.00 Business line return calls: should not be over 85.00 Newspaper ad: 175.00

Locating expenses - gas, food, motel, etc.; 250 00 Total Costs:

Money Taken In On Card Project

10.000 cards x 50 cents = \$ 5,000,00 10 spinners x \$240 = 2,400.00 Locating fee - 10 x \$300 = 3.000.00 Total money generated: \$10 400 00 Cost of project: \$3,065,00

PROFIT-\$7,335.00

Successful Newspaper Ads

223% PROFIT!! GREETING CARDS A \$7 billion per year industry. Publisher puts you in business. High income potential! Low investment. No selling. Call for free business plan. 1 -800-

\$ GREETING CARDS \$ Exclusive distributorship. Guaranteed locations. Recoup investment of \$5,200 in 6 months. Call

HISPANIC SEASONAL CARDS Not selling new cards. Exclusive distributorship. Guaranteed high volume locations. Min.

I ran the Hispanic ad in several Spanish newspapers. We sold two distributorships, but I had to hire a person fluent in Spanish. For card locating pitch, see Chapter 12.

Chapter 17: Popcorn

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Auctions make biz-oppers money. Unfortunately, you must have cash. The "sell then buy" method does not work with auctions. There is a risk factor involved when purchasing items before selling them. I suggest new biz-oppers stay with the "sell then buy" method until they have become more experienced.

One of my most successful government auctions involved microwaves. The horror stories you hear about the government spending \$500 on a hammer or \$800 on tolic seats must be true. I bid on and purchased 100 small commercial Litton microwaves for \$3,000. At that time it was the smallest commercial microwaves Litton made: 31 miches x 18 inches x 9 inches high, 5 ou. 1. interior, 700 watts of power; weight 37 lbs. I treatiled for \$200.1 do not know what the government paid, but my per unit cost was \$30. (Litton is no longer making that model.) I have sold and purchased many differented large microwave wending machines, but this project would be a little with the project would be a little of the project of

My first move was to contact Deli Express (Eden Prairie, MN, 1-800-328-8184) and work a deal to purchase 1,000 cases of their assorted microwave popcorn. There are 86 packs of popcorn per case. My cost per case was \$6.50. Without purchasing the popcorn, I began running my ads. The object was to sell microwave popcorn routes.

The microwave popcorn ads read:

\$ 114% PROFIT \$. Phenomenal return on investment. \$3,500 required. #1 selling snack food. CALL -

ONLY \$3,500!!! Small investment. LARGE RETURN. America's #1 snack. Established micro route. CALL 1-800-

1 SNACK. \$3,500 investment. Equipment included. 114% Profit. CALL 1-800-

The popcorn phone pitch was:

"How would you like to become part of the billion dollar popcorn business? 99 out of 100 people eat popcorn and we are offering you an opportunity to become part of this industry for only \$3,500. That includes Litton state of the art microwave equipment and enough product to almost double your investment. We have people who are contacting prime tavern locations in your area right now. If you're interested in this type of program, we'll overnight you a C.O.D. package of information.

I kept it brief. I didn't tell the mooch how much popcorn he would be receiving or the size of the microwave. Nor did I explain about the locating fee. Only give the mooch information if he insists. Push the C.O.D., Fed-Ex package.

First page of the marketing pamphlet:

I would like to thank you for inquiring into this unique business opportunity.

Nearly everyone I speak with has considered going into business. However, for various reasons, they continue working for their present employer and have not taken any serious steps to enhance their present financial status.

The proposal offered by POP LIGHT gives that person a chance to become financially independent without great financial risk (only \$3.500). Due to our expertise and the popularity of the product, the success of POP LIGHT is one of the highest in the country. The cost is low, the profit on popcorn is high.

WHICH SNACK IS WHOLESOME, NATURAL, ECONOMICAL, DELICIOUS AND FUN? - POPCORN!!! 630 Million pounds are sold annually - 42 quarts for every man, woman and child. Popcom sales double every 10 years. It's the world's number one-selling, most profitable snack food

With our state-of-the-art micro-poppers, all you do is go to the location, drop off a case of popcorn and collect your money. What could be simpler? No employees, no risk. Work out of your house. Attain financial security. Your locations will be the best, Professional locators will make sure of that.

Read over our material. You will be amazed at the profit in popcorn. In a good grossing tavem you can sell 20 portions a day. That translates into a profit of \$7,300 a year FOR JUST ONE LOCATION !

I will contact you later this week with information on other successful distributors.

Profit On Popcorn Project

COST OF POPCORN PROJECT (10 units per sale.) 0.000

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Popcorn (100 cases per 10 displays) \$6.50/case x 100 = Copies of marketing pamphlet: =	\$ 300.00 650.00
Singer fee: \$20 a unit x 10 = \$200 x 2 singers =	30.00 400.00

1.800-number: (lots of calls on \$3,500 ads) Business line (lots of return calls): Answering service (above average use):	75.00 175.00 85.00
Newspaper ad:	175.00
Locating expenses — gas, food, motel, etc.:	250.00
Total Costs:	\$2,140.00
Money Taken In On Popcorn Project:	
10 Microwaves x \$350 =	3,500.00
100 Cases popcorn x \$12.96/case =	1,296.00
Distributing fee =	300.00
right to use POP LIGHT name (On a lower prices try squeezing the mooch for the right to distribut product. It helps cover the singers and extra photon	e your
Locating fee \$100/unit x 10 =	1.000.00
Total:	\$6,096,00
Cost of Product:	\$2,140.00

(I sold and located 10 of these packages in 90 days. My net profit - \$39,560.)

PROFIT:

If you are interested in doing a project of this nature, you'll need to contact a restaurant supply company or a name-brand microwave distributor. Get a price on 10 to 50-5cu. ft. microwave units. Have the store give you a picture of the unit, then contact Deli Express, 1800-282-8184, and get a popcorn price. (You might be able to get the same or a better price from a local distributor.) After you have all that info, run your ad and wait for the phone to ring.

\$3 956 00

Locating

The best places for these units are bars. Call on the bar owner either early in the morning, 8.9, or in the middle of the alternoon. Since the microwaves are light, earry one in and ask the bar owner if you can pop some corn for his patrons. Tell him you are not selling it, but if he likes the popcorn, you will leave him a microwave and a case of popcorn at no cost. Explain that he only pays for what sells and he will be net-ling \$30 a case. Selling price for a bag of popcorns \$125.

Most taverns like having hot popcorn; it enhances their booze sales.

The idea behind a popcorn route is easy to understand. I purchase the popcorn for \$6.50 a case. I sell it to the mooch for \$12.95 a case. He in turn sells it to the tavern

for \$31.20. There are 48 bags of popcorn. The tavern gets \$1.25 a bag. This means the tavern will be getting \$60 for the popped product.

This is another "sell then buy" program. Even if you only sell one package of 10 microwaves, there is still a lot of profit in it and you will know how to biz-op another product.

Chapter 18: Pay Phones

The most economical way to biz-op pay phones is with used equipment. Running an ad in the classifieds can pay dividends. "LOOKING FOR USED PAY PHONES. WILL PAY CASH. CALL #" You will be surprised how many people have purchased new pay phones but are unable to place them. The most you want to pay is \$300.

Most phone companies have an annual used equipment auction. (Call and ask.) Included in the auction will be used pay phones. If you do not want to mess with an auction, call the big as well as smaller phone companies and inquire about used pay phones. Explain that you are going to convert them into lamps. It is usually much easier to work with the smaller, independent phone companies. Regardless, your best buys are still at the big phone company auctions. I have picked up good-looking, sal-able, older phones for as low as \$25 a unit.

Some of the pay phones might be inoperable, but they can be made to look good. (its a rare mooth who knows the innards of a pay phone.) You want phones that a professional appliance repair man can polish into new looking units. (I have mine done by a professional company that does appliance painting and repair. Cost \$75. a will. You can do it yourself for a couple cans of paint, syit, polish and elbow grease.) flow do you sell a good-looking phone that doesn't work? Simple: the phones are never installed because there is no place to put them.

Next time you're driving around, stop in a convenience store and ask the manager if he signed a contract for his pay phone. The answer, even though he may not know the terms of agreement, is always yes. The contract runs from 5 to 10 years. They are legally binding and not worth the legal expense of trying to break. Even if the store owner sells the store, the contract is considered part of the sale and is passed on.

Most store owners couldn't care less about their pay phone contract and a new owner may be unaware of it. You, as the locator (or a locating company) can get an unaware store owner to sign a new contract for a mooch's pay phone. (See the Appendix for pay phone contract.) The main pitch is you will pay him twice the amount

that his present phone company is paying. (10 percent is standard.) Plus you will pay a \$50 cash sign up bonus when the phone is installed. Since the contract with the old phone company cannot be broken, you do not have to worry about actually paying the cash bonus. All you want is a high traffic location to sign a contract so you can collect your locating fee. Locating pay phones by using the \$50 bonus, higher percentage pitch is easy. It also pays well. I charge \$300 a unit, half up front, the other half on completion.

This is one time you let a mooch take his time when he tours his locations. Stroll in with the mooch. Introduce him as the town's newest phone company owner. Let the mooch and owner chat while you use a measuring tape to get the dimensions of the old phone display (all a smoke screen). If the owner of the store happens to mention the \$50, tell the mooch that's part of your program and you will take care of it.

After the mooch has completed his tour, you explain that the first thing he must do is contact the old phone company and have the old pay phone removed. Then he has to get in touch with an independent phone installer and make arrangements to have his pay phone installed. The last step is to have his new number activated.

Aftermath

Expect a call from your phone mooch within seven days. He will be very upset because the existing phone contracts cannot be broken. He will want to know what you
are going to do. If you have several other phone deals in the works, you will not be
able to close up shop and disappear. So, your job over the next few weeks will be to
provide an encouraging voice. That's impossible, 'you tell the mooch. T've put almost
50 of those phones in locations exactly like the ones you have. I'll get my storney on
this right away. I know we can straighten this out. Just give my storney time to
work on it. 'Stall the mooch for a few weeks with attorney excuses. 'He's out of town.'
'He's in court.' When the mooch again reaches the boiling point, spring the good news
on him. 'My attempt has reached an agreement with the existing phone company
and they are going to remove their phones. It cost me a grand to work all this out, but
intend to get you set up and making money.'

By this time, you should be ready to change your 1-800-number and go on vaca-



Used pay phones, such as this, are cheaper, and, therefore, more profitable to the biz-opper.

Profit On Pay Phone Project

Cost Of Pay Phone Project

Three pay phones @ \$2 000 co --

The cost of a pay phone project depends on how much you pay for the phones. The most have ever paid is 310,0 or well use that as the high end price. You should not have ever paid is the project of the phone of the project of the pr

Three pay phones \$150 x 3 =	\$	450.00
Cost of refurbishing \$75 x 3 =		225.00
Boxes for pay phones: \$25 ea. x 3 = (You want excellent ones stamped "Telephone.")		75.00
Singer fee: \$50 a unit x 3 = \$150 x 2 singers = (only to be paid if deal closes)		300.00
1-800-number starter-line (incoming calls):		30.00
Business line return calls:		75.00
Answering service:		45.00
Newspaper ad (per week):		150.00
Locating expenses - gas, food, motel, etc.:		250.00
Copies of marketing pamphlet:		30.00
Total Costs:	\$1	.630.00

Pay Phone Project Profit

A standard price for one pay phone is \$2,500, but most packages consist of three pay phones. For three pay phones, the price is \$2,000 each. For six, it's \$1,500 each. Never go any lower than \$1,500 unless the mooch wants to do something really stupid such as buying 20; then we bottom out at \$1,000 each. We will use the standard three pack in the example:

Locating fee - \$300/unit =	\$6,000.00
(I am setting this up as just on you should be able to move at 1	e sale, but in a major city,
Total:	
Cost:	\$6,900.00
Pronu-	\$1,630.00
PROFIT:	\$5,270 00

Newspaper Ads

ALL CASH BUSINESS. Pay phone route being established in your area. Pantastic return. 1-800-

PAY PHONES. GREAT LOCATIONS AVAILABLE LOCALLY. ATAT, MCI, eTC. 1-800-

\$ PAY TELEPHONES \$ Pre-installation income verification. Pull training. Professionally selected locations. From \$6,000. 1-800- 24 hours.

(Using the AT&T and MCI names means nothing. All phones will take either one. It just sounds more impressive.)

Pre-installation income is the pay sheet the store owner receives each month. It shows how much the phone is grossing and what the owner's share is. If you ask the store owner about it, he will probably give it to you, especially if you are offering to double his percentage plus give him a \$50 sign up bonus. (See REFERENCE chapter.)

Pay Phone Project Phone Pitch

"How would you like to be part of the \$10 billion U.S. pay phone business? (Sounds interesting.) Well, what we are offering is a unique opportunity to join this industry. In your area we have on-site, full time locators who are securing prime locations, locations that are guaranteed to return your investment in six months."

At this time you have kicked in the greed factor. You've told him it's a \$10 billion industry and he's going to get a quick financial response. You can go on explaining about the quality of the pay phone, but you have to set the hook, and do not need to carry on an in-depth conversation. You want him to accept the Ped-Ex package. If he doesn't, don't waste your time, Go on to your next call.

Marketing Pamphlet

Hello	

Welcome to the age of communications. On a daily basis, everyone touches a communication tool — T.V., radio, lax, phone, etc. It is the largest business in the world. Glains will see ATAT, 100 West and MIC control businers Pay telephones generate over \$10 bullion see ATAT, 100 West and MIC control bullions Pay telephones generate over \$10 bullion seems to the control of the U.S. Approximately 25 bullions \$25 years are called a placed annually in this country. The U.S. Approximately 25 bullions \$25 years are called a placed and the country of the U.S. Approximately 25 bullions \$25 years.

The pay phone business growth factor will never stop. The demand for pay phones in commercial businesses is increasing. You can become part of this phenomenal growth through DYNAMIC PAY PHONES OF AMERICA.

We are offering you high-traffic locations that will start making you money on the first day. Each phone will only require 15 minutes of your time weekly. You can operate out of your own house. The work is light and pleasant, You have no employees, no wages, no employee taxes. This is among the least labor intensive of businesses available for investment today.

Our rouble-free automated phones eliminate all down time. Like silent selfsemen, hely acted quelty earning you mover. They on the glast set. They work day and right. Telephones simply self violos service, lasering you, the owner, to apply your free time as you like, to pray phones have been accuminating profits for our operations at an ever increasing rate. You will be able to talk to other financially secure operations, when they ourself, when they have been accuminated to the properties of the properties of the properties and the time of the properties of the properties of the properties of the properties of the time of the properties of the proper

Read over our material. I am sure you will agree — THIS IS A ONCE IN A LIFETIME OPPORTUNITY. I will be calling back in a few days. At that time I will put you in touch with some of our financially secure operators.

Chapter 19: Pay Fax

* * * * * * * * *

At present, pay faxes are the biggest biz-op rip off. They are also more in tune to a biz-opper who has money. A mooch is charged from \$4,000 to \$7,000 a unit. In order for a biz-opper to get a wholesale price of \$1,200, he must purchase 50 units. There are very few used ones.

A pay fax is nothing more than a glorified phone with a built-in fax and a credit card strip. It will not take coins, only credit cards. A primary pay fax pich is: The pay fax will produce from 10 to 20 transactions a day. The average transmission is three pages, the charge, \$12; 10 transactions, \$120, 20 transactions, \$240. The mooch is assured this will happen because of his guaranteed locations, tocations such as county our houses, the airport, train stations, Red Lions and Holiday Inns. All high traffic fax places.

One of the nice things about a mooch is they never do any location research. A good mooch always believes what a biz-opper tells him. Most of the time they are blinded by greed. If they were to do a little research, they would discover airports have their own public pay fax systems, major hotels do not intend to give up their lucrative fax money, and court houses have a fax in every office.

In order to locate a public fax system, you have to revert to mails, photo centers, smaller motels and convenience stores. You sell the mooch on this by telling him you have other customers who only have those types of locations and they are getting rich.

Since most people have never seen a public fax, it makes them easy to locate. Try to find a location that has a public copier. Opiers and pay faxes go hand in hand. One you tell a store owner you are going to give him a free fax system, he will listen. The mooch pays for the phone line and the installation. The location provides the payer and gets 15 bereent for doing that.

Part of the fax pitch is: The bit-opper's main office will handle all the mooch's fax Tedit card billing. When someone uses a credit card on the mooch's pay fax, the billing will go through the bix-op operator's main office. They in turn will take it be percent for Processing the paper work and sending the mooch his check. (This is done by

having the swipe temporarily hooked up to an established credit card billing company, not the hiz-on office.)

To the mooch this sounds like the say life. Kick back, lie in the sun, belt down expensive wine and get a fat monthly fax check. Undertunately, the mooch will not be
able to buy a glass of beer with his fat check. The major problem with the pay fax is
the way fax users respond to the fact of the check the fax works, nobody will use it.
Prople are affaired to the fact works, not only the fax works, nobody will use it.

The probleme affaired the fax works, nobody will use it.

The probleme affaired the fax works, not some getting their
searching intractions when you can go to a Mail Box Etc. and send a cheaper, hasslefree fax?

Now comes the cute part. If no one is sending faxes, there is no need to keep up the credit card billing system. After the last pay fax has been sold, the credit card billing system is discontinued and the operation is shut down.

I will include some information on purchasing pay faxes, but if you are a beginner, I suggest you stay away from this program. A pay fax biz-opper is well seasoned and he has the money to back a pay fax project.

There are two ways to purchase pay faxes. The most economical way is to run an ad in several major newspapers. It should read "LOOKING FOR USED PAY FAXES. WILL PAY CASH FOR FAXES IN GOOD CONDITION 1-800." Do not pay any more than \$500 a unit. You may not get a single call, pay faxes are still rare.

Pay faxes can be purchased at Comtel Data Systems, Inc., East Dundee, IL. 708-426-0077. In order to get a wholesale price, you must purchase 50 units at \$1,200 each.

Pay Fax Profit

The entire cost of a new pay fax package, including telephone, 1-800 number, cost of pay fax, singers, etc., is \$4,350. You will sell and locate the package for \$15,000. Your net profit on a new pay fax deal will be \$10,800, but remember; if you do not find used faxes, you will have to spend \$60,000 up front purchasing new ones.

Ads

A typical pay fax ad reads like this:

OUTSTANDING OPPORTUNITY. Public fax machines. Credit card activated. In excellent locations. Phenomenal return on investment. \$15K will secure your future. 1-800-.



A pay fax is nothing more than a glorified phone with a built-in fax and a credit card strip.

Chapter 20: Doing Business With Other Biz-Oppers

Throughout the United States there are numerous biz-op locating companies. (See REFERENCE chapter.) They all sell and locate products of their own swell as products for other biz-op operators. If you do a locating job for another biz-opper, always find out who is paying, the biz-opper or the mooch. Preferably it will be the mooch. He has cash. The other biz-opper might have a questionable check.

Small biz-op operators do a lot of their own locating, but many of them devote as much as 50 percent of their time locating other operator's products, If a small operator hits on a hot product, he will switch from local papers to USA Todoy. Because of his size he will be unable to take on a national locating program. Instead, he will concentrate on selling and let other biz-operators handle the locating work. He only re-leases this work after a locating lefe has been established. Out of that fice, he is to receive a 10 percent kickback. If he doesn't, he will drop that locating company and go to another now.

I exchange work with a lot of bis-00 poperators. If I sell a mooch 10 vending machines in Texas, i will not make a trip to locate them. Instead I contact two bis-00 porators in that part of the country and tell them about the mooch. I then give the mooch the phone numbers of the two operators. The mooch can then decide whom he wants to work with. The same is true for the Pacific Northwest. If a Texas bis-opper is selling a package in Portland, he will contact me. For the benefit of all new bis-00 perfators, NEVER SELL PRODUCTS IN YOUR HOME STATE. Some bis-00 marketers in larger states get away with this, but they have to set up a containing system of dummy companies and off-brand 800 numbers. It is also much easier to get lost in a heavily populated area.)

It's all right to locate in your own state. Locating is considered a service. As long as you provide the mooch with legal, signed locating agreements and he signs the acceptance form (see the Appendix), you have fulfilled your contract.

When you are contacted by another biz-opper's mooch, let him know that you are a local, not an out-of-state, locator. A mooch wants somebody who is familiar with his

Tell him you have customers with vending machines (for example) similar to his that are doing extremely well — as a matter of fact, they are doing so well they have expanded from 10 to 30 vending machines. Make it clear that you have the same vending machine in stock at a lower price. If he is buying them for \$700, tell him you you can get them for him for \$500. Explain that 50 percent of your business is repeat business. My established customers are my bread and butter, is the phrase I use over and over, You want the "mooth" to understand that his machines are going to make good money and you would like to become part of his expansion program: "If you work with me, I will make sure that all of your locations are profitable."

The last thing you tell the mooch is, 'I will be sending you a contract. Please sign and return it along with a cashier's check for half of the locating fee." The other half will be collected when the job is finished.

When doing smaller jobs for other biz-oppers, do not kickback 10 percent. The same is true when they are doing a small job for you. The "paying point" is \$5,000 and above

Post Script

* * * * * * * * *

This book contains a few of the things I have offered through biz-op marketing. There are many others, but describing everything is repetitious. The system is always the same. Find a product, revamp your marketing pamphlet, run newspaper ads, get month's money, buy product and locate. If you follow these steps and have no qualma shout screwing people, you should find the biz-op racket to your liking. GOOD LUCK.

References

Biz-Op Locating Companies

This list was put together on April 10, 1993. Some of these companies stay in business for quite some time; others only operate for a few months. I know most of these biz-oppers. If they get another 1-800 number, they usually contact me. I suggest you make calls to all of them and explain that you will be marketing product and might have some locating work for them. (Even if you are going to do it yourself, it pays to touch base with these poolpe). Let them know you will be available to help if they need locating in your area. Bullshit them. Don't tell them you're a novice. You can make a lot of money off doing other biz-oppers' locating jobs. DONT TELL THEM YOU FOUND THEIR NAME IN A BOOK. Remember you're dealing with a pack of wolves.

When you talk to the different locating companies, tell them you are looking for used vending machines. Some of the companies will have re-buy vends. Just make sure they will send them C.O.D. If not, you had better drive down and check them out.

North American Vending Corp. 3400 NE 12th Ave, Suite 179 Oakland Park, FL 3334 Business phone 305-568-9420 RobertD. Sparks, President Vitamin Vending

Prime Time Locating 28870 U.S. Hwy. 1 North, Suite 300 Clearwater, FL 34621 813-726-4167 Dave Evans World Wide 22941 Triton Way, Suite 241 Laguna Hills, CA 92654 1-800-444-4172 Business phone 714-588-0874 Ron Johnson, Ken Marshall

American Locators, Inc. 2814 Spring Rd., Suite 116 Atlanta, GA 30339 1-800-843-5580 Jim Whitter

J and L 303 Third St. N.E. Arch Al. 35016

Laura and John Higgins

1-800-325-7887 1-800-688-9100
Business phone 205-586-7887 Business phone 205-880-9052

The above biz-oppers have been around for a year. The biz-oppers on the following list have had their 1-800 numbers for about six months.

Universal Vendor

1610 South La Cienega Blvd Suite 205 Los Angeles, CA 90035 1-800-877-7987

Phoenix Locating 2310 State Rd. #5411 Lutez, FL 33549 1-800-487-1006

Challenger Marketing 2235 N. Courtenay Parkway, FL 32953 1-800-749-9177 Stan Hodges

Phil Daily

U.S.A. Locating 2503 Canyon Ridge Ct. Arlington, TX 76006-4001 1-800-572-1223

Dale Hittion

Quality Vending 1905 Sherman St., Suite 300 Denver. CO 80203

1-800-568-2134 Jay Levine, owner

Jay sells all his vending machines with the location fee included in the price.

U.S. Marketing 1-800-638-1342 Marty Redskin Locating Service

Huntaville, AL 35803

Missouri 314-965-6173 S. Crissman

Excell

612 Bain Dr.

Four Star Professional Locating

Dallas, TX 1-800-677-5577 Sherie

Gemini Marketing Huntsville, AL 1-800-873-6094

Business phone 205-882-2881 Jim Christensen

Rosenthal Locating Las Vegas, NV 1-800-821-6029 Rosenthal

Coin Tex Kentucky 615-943-4702 Danny Woodward

United Locations 6659 Peachtree Industrial Blvd.

Suite F Atlanta, GA 30092 1-800-416-9688 Steve Moneyham, owner Quality Locations 600 N. Winebach, Suite 250 Evansville, IN 47711 1-800-879-9239

Gordon All American Locating 707 N. Main, Suite B

Evansville, IN 47711 1-800-477-8087 Clif Rednour

Clif is the brother of Ted Rednour. Ted owns

Paramount Promotions 1-800-964-8737

Jimco and Associates 7737 Fair Oaks Blvd Suite 480 Carmichael, CA 95608-1792

916-944-2359 Jim McVicar Merit Industries

2525 State Road Bensalem, PA 19020 1-800-523-2760 Video Poker

Telecomm Inc. Plaza 322 Route 46 West Parsippany, NJ 07054 1-800-232-9824

Pay faves

National Tech Services 3345 W. Hospital Ave. Atlanta, GA 30341 1-800-638-1342 Jack

Morgan-Ashley Denver, CO 1-800-234-3346 Joe Degeudul Dave Slaughter

1-800-376-6474 USA Locating

Dallas, TX 1-800-572-1223 Maurice Billion

Drew's Distribution Inc. PO Box 632 Fairforest, SC 29336 803-574-0163 Crape machines

Greyhound's Skill Cranes Rt 37 & Germania Rd PO Box 1697 Toms River, NJ 08754

1-800-222-0491 Crane machines

Vending Machine Manufacturers Prices current as of April 20, 1993

Edina Technical Products 1925 Annapolis Ln. Plymouth, MN 55441 612-557-8000

via-557-8000 Edina has the standard mechanical vend. They manufacture the counter tops 22" high x 30" wide x 19" deep, weight 90 lbs. You can get 50 of these for \$270 each or a

hundred at \$200 each. The retail depends upon the mooch. I've sold C.T.s as high as \$800 each and as low as \$350 each. The average price is \$600 each. (See picture.) Edina also carries the upright vends (floor models). These vends are 55" high x 28" wide x 21" deep, weight 140 lbs. The upright vend is basically two counter tons stacked on each other and out into a metal box. Fifty of these will cost \$600 each, 100 units \$500 each. Retail \$2,000-\$2,500 each or whatever the market will bear.

Edina also stocks microwave snack machines 55" high x 28" wide x 21" deep. weight 157 lbs. The microwave uses 110-120-15 amp; U.L. approved. It is shipped separately. Fifty units, \$700 each: 100 units, \$600 each. Retail \$2,500-\$3,500 each.



Mechanical Countertop Vending Machine available from Edina Technical Products

American Futuro Corp. P.O. Box 606 369 Garden Cr.

Grove City, OH 43123

614-875-9207

American Future carries the combination postage stamp, sticker, laminating vends. These are your most common stamp-type of machines. Kids like them because hey have stickers of their favorite cartoon characters, rock stars or sports hereach the machines also will laminate pictures or I.D.s and dispense stamps and evelopes. Height is 21," width 12, depth 8; weight 35 lbs. If you become a distributor, you can parchase the vends for \$199 each. Retail \$599. In order to become a distributor, you can gated to purchase 50 machines.

LeBron Mfg. LeBron Bldg. 1492 S. 1 6th St. Omaha, NE

10,342-216
Labron manufactures the hot soup, microwave-type of vending machine 55 high x
25 wide x 21° deep, weight 175 lbs. It pops popcors, spits out hot soups, heats
brakkist rolls and has a selection of chips and candy. Cost for 5 units, \$800 each.
Reali \$2,500. (See picture.)



Floor Model, Microwave Vending Machine Available from LeBron Mfg.

Vend-Rite Manufacturing Company

1750 W. North Ave. Chicago, IL 60622

312-772-6700

Vend-Rite manufactures compact candy and cigarette vending machines. Their slickest machine is the Ferrara Pan Candy Store. It is 5" deep, 24" high and 18" wideweight 26 lbs. It holds 25-cent boxes of the candy kids love most - Red Hots, Lemon Drops, etc. It will either mount on a wall or has a pedestal. Your cost, \$350. It retails for \$750

Vend-Rite's cigarette, candy machine is 18" wide x 11 " deep x 241/2" high: weight 95 lbs. These units also sell for \$350, but they retail for \$795.

Seaga Corporation 401 W. Arch

Shannon, IL 61078 815,864,2600

Seaga carries three basic vending machines. One is the Super Vend 2000. a dualheaded bulk candy dispenser. It sits on a pedestal. Its height is 46", depth 8", width 13"; weight 24 lbs. Your cost on 20 of these units is \$89 each. Retail \$250. Seaga also handles the C.T.s. They are the same basic size as Edina's C.T.s. Your cost on 20 to 50 vends is \$250 each. Over 50, they drop to \$200 each. They will retail for as high as \$800. Seaga's floor model vends are the same size as Edina's. Your cost, \$450 each for 10. Retail, up to \$2,100. Seaga is an easy company to work with.

Other American Vending Companies

Vendo 7209 N. Ingran Ave. Fresno, CA 93650 209-431-1770 Candy vends.

Auto Photo Systems 2722 Walnut Ave Tustin CA 92680

Candy, soda.

714-731-3121 Photo and self-serve business cards.

Eagle Vending Machines 1640 Powers Ferry, Bldg. 21 Atlanta, GA 30067 404-590-0986

Shipman Mfg. 13265 Lorena St. Los Angeles, CA 90023 213-261-6151 Soda, candy vends.

Robo Vend 4694 E. 10th Ct. Hialeah, FL 33013 305-688-4994 Popcorn vende

Leskro Vends 911 Sullivan Rd Aurora, IL 60506 708-896-8555 Snack, candy.

Reliable Engineering 1537 N. Lockwood Ave. Chicago, IL 60651 313-735-5113 Sanitary napkins, condoms, hall-point pens, postage stamps

Fawn Engineering P.O. Box 1333 Des Moines, IA 50305 515-274-3641 Candy, soda.

Gross-Given 75 W. Plato Blvd. St. Paul, MN 55107 612-224-4391

2-224-4391 Candy, cigarettes, pastry, snack, coffee.

Ford Gum and Machine Company Hoad and Newton Ave.

Akron, NY 14001 716-542-4561

Snack vending and ball gum machines.

Postage Stamp Machine Company 2008-12 Utica Ave. Brooklyn, NY 11234 718-241-8500

Target Manufacturing Ltd. Suite 201 17919 Roan Place Cloverdale, BC Canada V3S 5K1 604-576-1392

Popcorn vend.

North Western Corp. Morris, IL 60450 815-942-1300

Vitamin capsules, ball gum.

Victor Vending 900 Parker Ave. Dassel, MN 55325 612-275-2121

Vitamin capsules, candy, bulk

Roe International 75 N. Bellview Rd. Whippany, NJ 07981 201-887-0400

Coffee, cigarettes, soda.
Cavalier Corp.

1105 E. 10th Chattanooga, TN 37403 615-267-6671

Vending machines, can soda.

National Vending Systems Inc. 1440 Kennedy Causeway, Suite 1424 North Bay Village, FL 33141 1-800-736-8363 Candy vending.

North American Vending Denver, CO Jerry Golden

As you can see, there is a large selection of vending companies to choose from I suggest that you either write or call the companies and request pictures and prices. I fell them you're a business opportunity market and you're ging to be putting before an additional and you want the best deal you can get. By the project, and the project of the project of the project of the project. Don't let them think you're an amateur.

One of the drawbacks to new, state-of-the-art vends is you cannot triple your price. Like all new items, it takes awhile for the price to drop. The Ferrara Pan Candy Store

that Vend-Rite has is a nice unit, but you will not be able to triple your price. It's better to stay with a company that has a large stock of C.T.s.

If you use the "sell then buy" method, you need to know the price of your vends before you start quoting prices to the mooch. Remember, you should triple the wholesale price of the vend. If you're paying \$200 for a new vend, you sell it for \$600. If it's a \$100 used yend, you still sell it for \$600. Obviously, it's more profitable to track down used vending machines.

Do not be afraid to tell the vending machine rep that you got a better price from another vending machine company. He just might come back with a lower price. Always ask if they have used machines in stock. Sometimes they will. It's your job to look out for yourself. PROFIT IS THE NAME OF THE GAME.

Box Manufacturers

The following is a list of places where charity honor boxes can be purchased. If the companies are not local, they can put you in touch with one that is. This is also the list sent out in the "Assemble Your Own Charity Honor Box" project.

United States Box Corp. 1294 McCarter Hwy Newark, NJ 07104 201-481-3000 or 718-387-1510

Mac Chicago Corporation 2445 S. Rockwell, Dept. 17 Chicago, IL 60608 1-800-992-6225, Ext. 17

Stock Boxes P.O. Box 14015 Dayton, OH 45413-0015 513-898-1700

Capitol Containers 123-A N. Des Plains St. Chicago, IL 60606 312-454-1515

Packing Company of California 6400 E. Washington Blvd. P.O. Box 91-1191 Los Angeles, CA 90040

213-722-4330

General Box Company Dept. 50 710 Haines Ave. Waycross GA

912-283-5716 House of Cardboard 3524 W. Potomac Chicago, IL 60651 312-342-3600 Evt 26

Corrulite P.O. Box 2307 Clewiston, FL 33440 407-996-2089

Fleetwood Containers 2721 E. 45th St. Los Angeles, CA 90058 213-588-7121

Crocket Containers 9211 Norwalk Blvd Santa Fe Springs, CA 90670 310-692-9455

International Packing 337 N. Cascade, Dept. T Colorado Springs, CO 80907 1.800-821-1633

Kiva Containers 2830 W. Osborn Rd. Phoenix, AZ 85017 602-258-8383

F.-7. Pack

6545 Wiehe Rd.

A.1. Halper Corrugated Box Co. 900 6th Ave. S.E. Minneapolis, MN 55414 1-800-959-0989

Cincinnati, OH 45237 1-800-895-1351 Westvaco Container Company

P.O. Box 29411-05 New Charleston, SC 29411 1-800-745-3066

Accurate Corrugated Boxes 7350 Stiles Dr. El Paso, TX 79915-2552 915-778-7350

Inland Container Corp.

Corporate Headquarters
4030 Vincennes Headquarters
4030 Vincennes Head
Indianapolis, IN 46268-0937
317-879-4222
Sales Offices:
Sales Offices
S

Brookfield Box Co. 3269 Ettie St. Oakland, CA 94608 510-653-0522

Mason Box Company 521 Mt. Hope St. North Attlboro, ME 02761-6129 1-800-225-2708

Argos Box Company P.O. Box 14015 Dayton, OH 45413-0015 513-898-1700

Mefo

Walnut and Center St. North Wales, PA 19454 215-699-8755

International Containers 6400 Poplar Ave. Memphis, TN 38119 1-800-223-1266

Jim Dandy Boxes 1505 Royal Parkway Euless, TX 76040 817-540-1444

Apple Corrugated Packing 4433 Bronze Way Dallas, TX 75236-2005 214-331-9000

120			
Corrupated Box Plants: Fort Smith, A. Eli Centro, CA Newark, CA Santa Fe Springs, CA Wheat Ridge, CO Macon, GA Chicago, II. Evansville, IV, Garden City, KS Louisville, KY Minneapolis, MN St. Louis, MO Biglerville, PA Hazleton, PA Lexington, SC Elizabethton, TN Dallas, TX	303-422-7700 912-788-4500 312-562-6100 812-429-0389 316-276-6349 502-459-8800 612-445-4201 314-225-4900 201-251-2000 717-677-8121 717-384-3251 803-359-5101 615-542-2112 214-416-2691	Buena Park, CA Los Angeles, CA Ontario, CA Traey, CA Orlando, FL Rome, GA Crawfordsville, IN Indianapolis, IN Kansas City, KS Minden, LA Hattiesburg, MS Edison, NJ Middletown, OH Erie, PA Vega Alta, PR Rock Hill, SC Knoxville, TN	714-670-7603 213-724-5010 209-836-1971 407-855-2121 404-232-1525 317-362-4010 318-371-141 418-371-141 419-321-1414 318-371-141 401-544-7400 201-548-3400 814-455-9031 809-721-3434 803-366-4103 615-525-5703
Richmond VA	804-231-1137		

Plastic Companies

These are plastic companies that carry material for the Jackpots. If they are not local, they will be able to direct you to someone in your area. This is also the list that is sent out in the voice mail "Assemble Your Own Honor Boxes and Jackpots" project.

New Age Industries	
2300-21 Maryland Rd.	
Willow Grove, PA 19090-1799	
215,657,3151	

Universal Plastic 4200 Jackson St. Denver, CO 80216 1-800-395-8706

IMPLEX 1685 S. Mt. Prospect Rd. Des Plains, IL 60018 708-827-7049 Ono Industries P.O. Box 150 Ono, PA 17077 717-863-6919

Resdel Corporation P.O. Box 3952 Greenville, DE 19807-3952 1-800-437-1062

Tulox Dept. 6, Miller Ave. Marion, IN 46952 317-664-5155 Free catalog. Petro Plastic 650 South Ave. Garland, NJ 07027 908-789-1200

Tri Lights Plastics 3901 Research Way Corner Ave. Industrial Park Pell City, AL 35125 1.800-334-1395

Freelan-Wade 1730 Miller Ave. P.O. Box 1007 McMinville, OR 97128 503-434-5561

World Plastics 150 W. Commercial Ave. Moonachice, NJ 07073 201.933, 2915

Reham, Inc. 1800 Sierra Madre Circle, Dept. A Placentia, CA 92670 714-666-0062

Professional Plastics 740 Monroe Way Placentia, CA 92670 714-579-0755

Professional Plastics 4829 S. 36th St., #8 Phoenix, AZ 85040 602-437-4555 Term Plastics 1268 Valley Rd. Shirling, NJ 07980 908-561-3000

Organ Plastics P.O. Box 299 Hubbard, OR 97032 503-981-1934

Sinclair & Rush 3545 Scarlet Oak Blvd. St. Louis, MO 1-800-949-1141

Busada Louisa Industrial Air Park Louisa, VA 23092 707-967-2882

American Industrial Plastics 724 Fentress Blvd. Daytona Beach, FL 32114 904-274-5335

Professional Plastics 55 Bonaventura Dr. San Jose, CA 95134 408-433-1700

Pyramid Plastics 220 W. 5th St. Hope, AR 71801 501-777-5759

Automotive Products

These companies can all be approached using a variation of the formatted letter in Chapter 16.

Waxes and Cleaners Auto Wax Company 1300 Round Table Dr. Dallas, TX 75247

214-631-4000 Detergents, cleaners, polishes and waxes.

Hi-Luster 3512 Fowler St. Los Angeles, CA 90063 213-269-3858 Waxes, polishes.

Mouthers Polishes 5456 Industrial Dr. Huntington Beach, CA 92649

714-891-3364 S and S Car Care

5340 Mayfair Rd. North Canton, OH 44720 216-494-9535 Wax, polishes.

Additives for Oil and Gas Automotive Accessories 241 41st St

Brooklyn, NY 11322 718-499-3838

Guardsman Products 411 N. Darling, Dept. SD Freemont, MI 49412 1-800-766-8872

Imagineering Enterprise 1320 W. Sample South Bend, IN 46619 1-800-723-4856 BKB Automotive Cosmetics 13400 Saticoy St. North Hollywood, CA 91605 213-873-2065

Waxes, polishes.

High Luster
2945 Runus Rd.
Haywood, CA 94544
510-785-0196
Waxes, polishes.

Oscars 1691 California St. Corona, CA 91719 1-800-959-1318

Waxes, soap, detergent cleaners.

Bell Additives 1340 Bennett Dr. Longwood, FL 32750 407-831-5021

Champion Lubricants 605 Laguna Dr. Richardson, TX 75080 1-800-880-3350

Kreen Motor Tonic 1079 R. Thompson Ln. Nashville, TN 37211 615-833-4866 Lubricating Specialist 8015 Paramount Blvd. Pico Rivera, CA 90660 310-928-3311

Lubrication Company of America 4212 E. Pacific Way Los Angeles, CA 90023 213-264-1091

Lubrication Engineers 3851 Airport Freeway Ft. Worth, TX 817-834-6321

QMI 360 Craftsman Blvd. #6B Lakeland, FL 33803 1-800-255-8138 Lubri-Loy Co. 6319 Wilson Ave. St. Louis, MO 63139 314-654-6277

Lubricant Supply Company 75 Wisner Ave. Middleton, NY 10940 914-343-4173

Octane Boost Corp. 222 Town E. Blvd. Mesquite, TX 75149 214-289-0631

Toy Companies

These companies can all be approached using a variation of the formatted letter. (See Chapter 16.)

Creativity For Kids 1802 Central Ave. Cleveland, OH 44115-2325 1-800-642-2288

Toys that teach.

Chu's Magic International *103-11860 Hammersmith Way Richmond, B.C., V745GI, Canada 604-272-2700 Magic tricks and games.

BRIO 6555 W. Mill Rd. Milwaukee, WI 53218 1-800-558-6863 Wooden toys. Harmony Toys 570 Taxter Rd. Elmsford, NY 10523 1-800-722-3263 Cooperative play games.

Intex Recreation
P.O. Box 1440
4130 Sante Fe Ave.
Long Beach, CA 90801-1440
213-549-5400
Die-cast toys and vinyl inflatables.

Steven Manufacturing 224 E. 4th St. Hermann, MO 65041 314-486-5494 Bedtime toys.

124 Gayla 6401 Antoine St. P.O. Box 920800 Houston, TX 77292-0800

1-800-231-7508 Kites, plastic and nylon.

Giggles Toy Co. 44854 Heydenreich Rd. Mt. Clemens, MI 48044

313-468-4569 Toys that glow in the dark.

Trophy Music Company 3800 Kelly Ave. Cleveland, OH

1-800-321-0556 Novelty instruments for children.

The Collectors Club 2707 McCone Ave. Hayward, CA 84545 510-887-7168 Stuffed animals

Hope Industries 380 Smith St. Farmingdale, NY 11735

516-777-8690 Walt Disney products.

American-Made Country Critters 217 Neosho Burlington, KS 66839

316-364-8623 Plush, stuffed animals Anatomical Chart Co. 8221 Kiball Ave. Skokie, IL 60076 1-800-621-7500 Novelties, jewelry, puzzles.

> Dgi-Buki 635 N.E. 4th Ave Miami, FL 33138

305-751-3667 Educational toys.

J. Kan 942 S. Long Beach Ave. Los Angeles, CA 90021

213-623-7503 Stuffed toys.

Poof Toy Products 4505 Helm St. Plymouth, Ml 48170 313-454-9552. Assorted foam balls.

Bullyland, Inc. 36 W. 25th St. NewYork, NY 10010

212-633-9575 Assorted Betty Boop toys.

Toy Factory 1-800-257-1744 Assortment of toys.

D & K Enterprises 218 Landing Court Lee's Summit, MO 64064 816-478-1700 Children's books.

Cosmetics Companies

The following is a list of cosmetics companies that you can send a variation of the formatted letter to. (See Chapter 16.)

Arizona Natural 2525 E. Beardsley Phoenix, AZ 85024 602-569-6900

K.S.A. Joba 19023 Parthenia St. Northridge, CA 91324 818-701-1534

Jolen Cream 25 Walls Dr. Fairfield, CT 06430 203-259-8779

Key West Cosmetic Factory P.O. Box 1079 Key West, FL 33041-1079 305-294-5592

Cosmyl 16115 N.W. 52nd Ave. Miami, FL 33014 305-682-1112

N.D.G. Cosmetics 7601 Treasure Dr., Suite 1614 North Bay Village, FL 33141 305-861-8088

Erickson Cosmetics 1920 Clybour Ave. Chicago, IL 60614 312-327-3800

Lanova Cosmetics 9326 Anthony Ave. Chicago, IL 60617 312-375-5858

Ansell Benjamin 1555 Industrial Blvd. St. Louis, MO 63132 314-429-4300 Gabriel Cosmetics 126 S. Ave. 18 Los Angeles, CA 90031 213-221-2430

Jafra Cosmetics 2451 Townsgate Rd. Westlake Village, CA 91361 805-496-1911

Cascade International 2424 N. Federal Hwy., Suite 318 Boca Raton, FL 33431 407-338-8278

Lady Godiva 7211 N.W. 35th St. Miami, FL 33147-5833 305-696-6155

Miss Marion Cosmetics 1929 N.W. 20th St. Miami, FL 33135-1641 305-325-0327

Creative Cosmetics 417 Richard Rd. Rockledge, FL 32995 407-636-0717

Carson Products P.O. Box 22309 Savanna, GA 31403 912-651-3400

Mineral Cosmetics 2824 Twelve Mile Rd. Berkley, MI 48072 313-542-7733

Noyes P.J. Box 381 Lancaster, NH 03584 603.788-4952

Paramount Cosmetics 135 38th St. Union City, NJ 07087 201-865-8126

Dermac Salem, OR 503-399-8181

Papelera Puetonigra P.O. Box 40 Utnado, PR 00641 809-894-2098

Beauticontrol 3311 Boyington Carrollton, TX 75006 214-458-0601

Textures 379 South West 13th Ave Pompano Beach, FL 33069 305-946-0440 American Beauty Products 1623 E. Apache St. Tulsa, OK 74106-4006 918-428-2577

Harmer 399 E. Baltimore Ave. Landsdowne, PA 19050-2503 215-623-4462

Beauty Creations 1400 Regan Memphis, TN 38101 901-774-9023

Panet Corp. 5700 W. Douglas Ave. Milwaukee, WI 53218 414-462-0980

Card Companies

Gallent Greetings 2654 Medill Ave. Chicago, IL 60647 312-489-2000

Sunshine Art Studio 45 Warwick St. Springfield, MA 01101 431-781-5500

Thompson, Arthur and Company 4700 F. St. Omaha, NE 68117 402-731-0411 Masterpiece Studio 5400 W. 35th St. Cicero, IL 60650 707-656-4000

Hallmark Cards P.O. Box 419580 Kansas City, MO 64141-6580 816-274-5111

American Greeting Cards 100500 American Rd. Cleveland, OH 44144 216-252-7300 Paramount Card 400 Pine St. P.O. Box 6465 Pawtucket, RI

Burgoyne, Inc. 2030 E. Bybery Rd. Philadelphia, PA

Check your Yellow Pages for local greeting card companies. Tell them you are distributing toys to local stores and you want to add a cheap line of cards to your portfolio. For out of state card companies, use the formatted letter in Chapter 16.

Seed Companies

Petoseed Co., Inc. 1905 Lirio St. Saticoy, CA 93004 805-647-1188

Crossman Seed Corp. West Commercial and Crossman Terrace P.O. Box 110 East Rochester, NY 14445 716-586-1928

Gurney Seed & Nursery 110 Capitol Yankton, SD 57078 605-665-4451 N.K. Lawn and Garden Co. 7500 Olson Memorial Hwy. Golden Valley, MN 55459 612-543-7236

Burpee Seeds 300 Park Ave. Warminster, PA 18974 215-674-4900

International Specialty Supply 820 E. 20th Cookeville, TN

Use a variation of the formatted letter in Chapter 16 when approaching the seed companies. The best time to run seed distributorship ads is during the winter. It gives the mooch a financial reason to look forward to spring.

BIG MONEY IN EXOTIC SEEDS. Limited distributorship. Only 6K required. Call -

Overseas Markets

The following is a list of overseas markets. They will have a variety of merchandise. Write and ask what items they are closing out.

France, Belgium, Netherlands, Italy and Spain 6 Ave. des Longs-Buts 14360 Trouville, France Phone (33) 31 88 61 16

Japan Nippon Service, Ltd. 3-9-5 Kotobuki

Taito-Ku, Tokyo, Japan Phone (81) 3-3842-6001

128

Hong Kong Sico Trading Company, Ltd. Honytex Bldg., 10th Fl.

22 Ashley Rd. Kowloon, Hong Kong Phone (33) 852 376 1671 Korea World Marketing, Inc. Dongbo Bldg.

81-9 Nohyun-Dong Kangnam-Ku, Seoul, 135-010 Korea Phone (82) 25 11 49 44

Taiman Trade Winds P O Box 7-179 No. 7. Lane 75 Yung Kang St. Taipei, Taiwan Phone (88) 62 396-4022

II.S. Government Auctions

General Services Administration Regional Disposal Divisions

Connecticut, New York, New Jersey, Massachusetts, Rhode Island, New Hampshire, Vermont and Maine. John W. McCormack Post Office and Courthouse

Boston, MA 02109 617-223-2651

Region 4

Delaware, Maryland, Virginia, West Virginia, Pennsylvania, North Carolina, Mississippi, South Carolina, Tennessee, Alabama, Georgia, Florida, Kentucky, National Capitol Area, Puerto Rico and the Virgin Islands. 75 Springs St. S.W.

Atlanta, GA 30303

404-221-5133

Region 5

Indiana, Illinois, Michigan, Wisconsin, Ohio and Minnesota. 230 Dearborn St. Chicago, IL 60604

312-353-6064

Region 7 Region / Kansas, Missouri, Iowa, Nebraska, Arkansas, Louisiana, New Mexico, Oklahoma and Texas. 819 Taylor St. Fort Worth, TX 76102

Region 9

Region California, Nevada, Arizona, Hawaii, Guam, American Samoa and the trust territory of the Pacific Islands 525 Market St

San Francisco, CA 94105

Region 10

Alaska, Colorado, Idaho, Montana, North Dakota, Oregon, South Dakota, Utah. Washington and Wyoming.

GSA Center Auburn, WA 98002 206-931-7548.

Any of these offices can either give you the time and place of government auctions or give you the number of a person who has that information.

Defense Reutilization And Marketing Regional Sales Offices

Defense Reutilization and Marketing Region Columbus P.O. Box 500

Blacklick, OH 43003-0500

614-238-2114

Defense Reutilization and Marketing Region Ogden P.O. Box 53 Defense Depot Ogden, UT 84407-5001 801-399-7257

Defense Reutilization and Marketing Region Hawaii Box 211 Pearl City, HI 96782-0211

808-455-5158

Defense Reutilization and Region Marketing Region Memphis

P.O. Box 14716 Memphis, TN 38114-0716 901-775-6417

Defense Reutilization and Marketing Region Europe A.P.O. NY 09633 06121-82-3505

Defense Reutilization and Region Marketing Region Australia FPO San Francisco, CA 96680-

2920 099-49-3214

National Sales Office D.O.D. **Bidders Control Office** P.O. Box 1370 Battle Creek, MI 49016-1370 616-962-6511, Ext. 6736

Glossary Of Biz-Op Slang

Back-up locations — extra locations for mooches' vending machines or displays.

Bagged a mooch - just screwed a customer.

Bix-opper — a person who runs business opportunity scam ads in a newspaper. Biz-op tax shelter - an illegal tax operation.

Bon-hon eater - a housewife who is ripped off through work-at-home scams. Cash and stash - cash checks; don't deposit them.

C.T. — counter top vending machines or displays.

Continuous runner — a newspaper ad that is successful.

Fly 'n' buy — when a biz-opper pays to fly a mooch to his company warehouse.

Give away - something you give a store owner to entice him to take your product. Grabber — newspaper ad that makes false promises.

Greed factor - your product must appeal to the mooch's greed.

Guaranteed locations - locations that are guaranteed to make money or the displays will be moved

Guaranteed sale - a store does not pay for a product until it is sold. Header - sign that goes on top of display.

Hidden money — cash that is stashed for tax reasons.

Hit and run money - money that is taken from a mooch through questionable means. As soon as you get it you disappear.

Hook - you have a mooch on line and are reeling him and his money in.

Independent Location Agreement - form that location signs to accept placement of vending machine or display.

L.R.A. - Location Request Agreement. A form that is sent to the mooch. He signs it requesting locating work. Location list - form that the mooch signs. It lists all the locations that his displays

Locator — person who finds locations for vending machines and displays.

Loose - refers to a nonbinding location placement form Money reach - first phase of the biz-op scam.

Mooch - person being screwed

Mooch bait - samples of product or marketing pamphlet that is sent to the mooch. Mooch fleecing - taking the mooch's money

Mooch hit list - a list of suckers you have screwed.

Mooch points — things that help you sell the mooch, sooch real estate — an easy area to place displays at. Mooch report — singers tell bis-oper how mooch is responding to the bait. NAF. — National Awareness Foundation. A charity that locators use. NFB. — National Federation of the Blind. A charity that locators use. Offing — getting rid of.

Offing point — you pay another biz-opper 10% of anything over \$5000.

Paying poplacement Agreement — form that location signs accepting vending machine or display.

Re-buy vends — to buy back vending machines you have sold a mooch.
Relocate — to find a replacement location for an unprofitable location.

Sell before you buy — a method biz-oppers use to get the mooch's money before they have the product.

Singer — a person who lies to the mooch about the product the biz-opper is selling.
Singer set-up — getting the mooch primed and ready to talk to the biz-opper's singer.

Spinners — a display that sits on the floor and can be rotated. It holds the mooch's merchandise.

Starter kit — a kit sent to a bon-bon eater. The starter kit supposedly contains all the product she needs to start her own home assembly factory.

Tag — a flaw in the mooch's contract that allows the biz-opper to break the contract.

Tour — to take a mooch to his locations

Underground money - illegal tax-free money.

Upright vend — large floor model vending machine.

upright vend — large floor model vending machine.
Work-at-home programs — an assembly oriented program that is sold to the housewife. Supposedly she is to get rich assembling products at home.

Appendix: Business Opportunity Contracts, Charity Forms, Locating Agreements, Etc.

Forms are in numerical order

- Charity Contract for the National Awareness Foundation (N.A.F.). To be filled out and sent in by the mooch. (pages 135-136)
- National Awareness Foundation Locating Agreement. An agreement location signs when accepting vending machines. (page 137)
- Charity Contract for the National Federation of the Blind (N.F.B.). To be filled out and sent in by the mooch. (pages 138-139)
- National Federation of the Blind Locating Agreement. An agreement location signs when accepting vending machines. (page 140)
- Charity Contract for the American Association of Lost Children, Inc. To be filled out and sent in by the mooch. (page 141)
- American Association of Lost Children, Inc. Locating Agreement. An agreement location signs when accepting vending machines. (page 142)
 Contract for Search Reports. To be filled out and sent in by the mooch (pages)
- Contract for Search Reports. To be filled out and sent in by the mooch. (pages 143-144)
- 8. Consignment Agreement for Search Reports Toy Displays. (page 145)
- Distributor Purchase Agreement. Sales contract for merchandise you are unloading. (pages 146-147)
 Research Contract for merchandise you are unloading. (pages 146-147)
- Purchaser Contract. Sales contract for merchandise you are unloading. (page 148)
- Buyer's Inventory Purchase Order. Sales contract for merchandise you are unloading. (pages 149-150)
- Wholesale Purchase Order. Sales contract for merchandise you are unloading. (page 151)
- Letter of Acknowledgment. If you ever end up in a court battle, this document
 can save your ass. The mooth is to initial each square. If you are dealing with a
 hit and run product, such as Rain Forest, it always pays to cover your buns. (page
 152)

- Location Agreement Contract (for vending machines). Contract the mooch signs that guarantees his locations. (page 153)
- Limited Warranty Agreement (for displays and equipment). Contract the mooch airns that guarantees his locations. (pages 154-155)
- Assigned Location Company Agreement (generic for all equipment). Contract the mooch signs that guarantees his locations. (page 156)
- Independent Location Agreement. Agreement that location signs when accepting displays. (page 157)
- 8. Placement Agreement. Agreement that location signs when accepting displays.
 (page 158)
- 19. Location Agreement. Agreement that location signs when accepting displays.
- (page 159)

 20. Telephone Agreement. Agreement that location signs for pay phone. (page 160)
- Verification of Pay Phone Revenue. Statement that shows how much money the
 pay phone is generating. Always pick these up. Even though the phones are very
 seldom installed, it helps to get the locating money out of the mooch. (page 161)
- Location List. Form that you use to list all of the mooch's locations. (page 162)
 Location Understanding. Form that basically states that the locator will not be back to relocate. This is a tag form. If you get the mooch to sign it, his 90-day werranty form isn't worth beans. (page 163)



VANAF450A

VENDOR'S AGREEMENT

The AGREEMENT made or	Supplementation	rena Wahrelen OC 2	by and between the NATIO 0004. (202) 737-4847, and	HALL AWARE HESS FOUNDATION (NOT-
				Construction referred to an "VEHDOR")

Complete Markets		
Number of Locations	Type of Equipment	
Date of the Being	Service Message State	
Vending Company Agent	Approvisions	
WITHFIELD		

Modified and it is emported monographic problemates in 1886 as one profession forming all \$50 (100) to temperate monographic forming and produced to the second contract of 1886 and 1886 a

- NOW THE RETORS in consideration of the mutual promises and coverants set forth herein, and each intending to be legally-bound hereby. NAF and VEXIDOR agree as follows:
- 1 The VENDOR agrees to display the NAF service message on each piece of as Equipment VENDOR will use as best elibers to obtain commercial basebons and assistance in placement of Equipment before the service message. Making in this Agreement shall be construed to create a partnership or print metals on a resident print of the Conference before VENDOR and NAF.
- 2 to 3 years of 1000 m my4 to use the number of the of NUL in the time provided by NUL is given in the Equipment of the 15:000 AMF all provided in the provided by the second of the provided in the provid
- 3 VENORS may represent to commerce and appresses of commercial space among programmer excellences MAF has exchanged the VEHOOR to served courses, and operator to personate in beddesing display of the served message, and the VEHOOR will make movely frameous mentalized to MAF in accordance on this for appreciation.
- 4 VEX.NOOR and any vice outhout and NAS promotional measural or less status. VEX.NOOR will hald NAS harmless against any claim or leability including suppresses an express measurement and understand on the control of the control
- 5 Each 6 month period (180 days) VF HODR will provide NAF with a facilital locations of the equipment placed NAF will provide at no expense 190 km 1 four or correspond or otherwise randomid impractical for use by undrug to NAF Proposing and making a required.
- 4. The VI-LOOR intermedial and relate MAX horizons from may used at dome will intellect should have not an of accounts by a VI-LOOR in horizons are appropriate in any action of insurance of a signate or members of the minimal or members of the VII-LOOR intellection of the VIII-LOOR intellection of the
- - VEX.OR out in required to light or discourse pagement became to each plant of exposured became per excited and continued and on the continued became the continued of exposured became per excited and continued and continued and continued became and continued bec

1. Charity Contract for the National Awareness Foundation (N.A.F.). (Page 1)

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- 12 ST CAL PROMOTIONAL PROJECTS by conting safet enterwise in truly the display of the HUGS NOT DRIVES service message, requires any organization for message regard as excellent and prevention projects. AND ments pure projection or requires to provide any provides the comment of projects and provides on a case that which is now ordered and provides each for lambs Special compression by the Foundation for Andreway projects are enablable on a case bear. When AND in onesy reference are for the foundation for the compression of the foundation for the compression of the compression of the foundation for the compression of the foundation for the compression of the foundation for the compression of the foundation of the foundat
 - 12 In the record any paragraph or part thereof of the Approximat conflicts with the law under which the Approximat is to be construct or if any paragraph or part thereof and the detect from the Approximat and the Approximation of the Approximation of the Approximation and the time?
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- Statem which was price under the department shall be select in a brown in the State of Participation.

 15. The department which was to be break of and to benefit upon the parties and their respective heat, personal proproprieties, address became off the company. The parties appropriet department on benefit of their respective produces be authority to produce benefit playerseries.

ATTOMA AWARENESS FOUNDATION			
The last way	Dreiter of Proped confessions		
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THE PARTY		_	
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M 1444		. 0	



'nar'y aducation makes the difference'

وربهه وجمة

LOCATING AGREEMENT FOR VENDING OUTREACH

Thank you for agreeing to participate in the 'Vending Program of the MUG NOT DELOG project of the National Awareness Pointains, by allowing the placement of a vending machine on your premises which bears our service message. The monthly service feet we receive from the operations of these mentalines (regardises of any prodest salley in making a significant improvement in the programs we are able to growth. Those who read our service meases, which appears on each machine gut in contact with many who may need our services for drug chication and prevention projects who may need our services for drug chication and prevention projects who may need our services for drug chication and prevention projects to the project of the projects of the projects of the projects who may be a support to the projects of the projects of the projects when the projects of the projects of the projects of the projects of the projects the projects of the projects the projects of the project

Your signature below simply indicates your willingness to participate in our Vending Outreach Program and implies no liability or continuing obligation on your part.

BUSINESS NAME:	
ADDRESS:	ZIP:
TELEPHONE NUMBERS: ()	(_)
APPROVED BY:	(Signed
NAME OF LOCATOR (PRINT):	DATE:
OPERATOR APPROVAL:	
TELEPHONE (LOCAL):	

THANK YOU!!

NAF Communications 601 Pennsylvania Ave., Washington, DC 20004

2. National Awareness Foundation Locating Agreement.



NATIONAL FEDERATION OF THE BLIND

CONTRACT

Servinuler returned to as the "VIADOR").

MERIAL the VINDOR's copaged in the opcosion and distribution of coin operated vending mathrics, and

mOEBLA, die 1913 is maggiet in the derrotes and condensate of reports has the nature of binderes and the proper methods for demanging the distintational consistency and productions, and profit the productions program to because bind promotes in negled of demanders, and works are consistent or described properties. Of the Control of th

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3) The appropriate of building the size a time of the size is, the size is not provided to a size of the size o

If this contract shall be automatically received unless one party gives a code to the other in writing of its interests to terrorize the other in writing of its interests to terrorize the variety of days prior to the expiration of the term.

used to over 5 minus of the pure hereside in any party shall be in many and shall be delimed decounted to be given heresided in any party shall be in many and shall be delimed decounted used to be a party motive to be obten than in address has changed, all notices that he serve to be advert as the advert and the serve to be adverted to the changed of the party of the party and the adverted to the party and the

If the agreement constitutes the entire contract between the paties. In making has not been induced by and the paties do not rely uson any agreemations or writing not incorporated herein and inside a pain hump! This consuct shall not be amended, allowed, or qualified incept by companyouth in strings signed by both paties; If, the agreement shall insure to the benefit of and be brinking upon the puries and their emperiors here, personal representance, administration, and assigns. The parties signing this contact on tetral of their emperior enters have made full and sudful representation that they have the adjustic to make bending contracts on behalf of their respective visions.

But the partiest agree that the interpretation, enforcement, and construction of this agreement shall be gowered by the laws of the State of Maryand and that all disputes which arise under this agreement shall be settled in a law on in the State of Maryand.

IN WITHISS WHEREOF, the parties hereto have set their hands the day and year first above winters.

NATIONAL FEDERATION OF THE BLIND BE	VENDOR BY:
ADDRESS CARDONIA THE S. Propose recorder toward Courses region	Return
	icavar -
	Siu
	West.
	Number of machiner purchased
MEASE SEND THIS COMPLETED CONTRACT TO: National Federation of the Blind	Machines purchased from
INJ E. Everpreen St., Mesa, AZ 85103 Please KEEP a copy for your records.	Vachine manufacturer or type

Charity Contract for the National Federation of the Blind (N.F.B.). (Page 2)

ž Gg

National Federation of the Blind

OUTREACH PROGRAM

VENDING

Thank you for agreeing to participate in the Vending Outreach Program of the National Federation of the The monthly contribution we receive from the operators of these machines (regardless of any product sales) Bind by allowing the placement of a vanding machine on your premises which bears our service message LOCATION ACQUISITION AGREEMENT

is making a significant improvement in the programs we are able to provide to blind people. Those who have read our service message which appears on each machine have put us in contact with many blind people who

Should you decide at any time that you no longer desire to participate in our Vending Outreach Program Your signature below simply indicates your willingness to participate in our Vending Outreach Program simply call the person who placed the machine and it will be cheerfully removed. and implies no liability or continuing obligation on your part. Business

Address:

Phone:		Please Print Name Clearly	
		Please Print	
Authorized Signature:	•	Cocator	



CONTRACT

\sim	TATALAT
AMERICAN	PLEASE PRINT
ASSOCIATION	Vendor Name:
FOR LOST	Address:
CHILDREN, INC.	City & State:
P.O. Box 41154 Houston, TX 77241 713-466-1852 FAX 713-937-6196 1-800-375-5683	Phone: Day()Eve
American Association For Last Chappe, Inc., the charty that has and morn message (America mustage state with their forest even speciating a colorisation of contacting and an adjust someto for all fem- portace and applications of particles.	1. In return for Vending displays advertising AMERICAN ASSOCIATION FOR LOST CHILDREN. IRC. (AALC) the vendor agrees to make fixed monthly payments to AALC (regardless of proceeds from the displays).
BOARD OF CRECTORS Mark Miller Foundari President Miller Kramer Von President/Operator	 The vendor agrees to pay AALC a contribution of one fifty (1.50) per display on location per month. (ex:12 displays = 18.00 month)
Pain Kalear Erron Oil & Gas Gorp Bobby Bales	 Upon AALC's receipt of signed contract and lst monthly payment. labels for displays will be issued. Regular payments will then begin 60 days
Germen Outgoor/Texas Fernando Rusta Pastor	after date of contract. **MAKE CHECKS PAYABLE TO AALC***
Donns Rucker Mother of found children in Terressee Jackie Gatewood Mother of found children in Terres	 Contract is valid from date on contract for as long as vendor advertises AALC. AALC needs a written notice of sale of vending displays or termination of contract.
Pam Dison ATC Longostance	The vendor hereby indemnifies and holds AALC harmless from any and all claims and liabilities.
ADVISORY BOARD Don Gostes Special Agent U.S. Naval Investigations Cherpus Chesb, Tasse	 If the vendor breaches this contract the vendor will have 60 days to rectify the breach. Please keep in touch, ARLC wants to work with you. If not rectified further action will be taken.
Richard & Linda Faller Funda sing Coordinators	7. Vendor Signature:
Guy Tutellar Former Chief of Poice Levace, Arkenses	AALC Signature:
Maria Historian Mother of found chied on Germany	Date
Grandworder of found chief on Totals	***PLEASE SPECIFY ON CHECK - 'VENDING CHECK'***
	On not love the world, nor the things in the world. It anyone loves the world.



American Association For Lost Children, Inc.

The Charty That Finds & Realine Masons Children

Hars Hiller

LOCATING AGREEMENT FOR VENDING OUTREACH

Thicky work for agreeing to participate in the V-fording Programs of the American Association For Learn California, the Jy Working the Generate of a verding inachine on your permises which hear our zeronce message. The monthly period case by in making a spellicular improvement in the programs or the emergency for product such join making a spellicular improvement in the programs we are able to provide. Those who need our service message which appears on each handline pure in content with many who may seed our service as a second of the provide of the period with product and our services. Should you decide as say time you no longer desire to participate in our Verding and Programs, sough out the period with Spellicular the markles and in the cheerfully

Your aignature below samply indicates your willingness to participate in our Vending Outreach Program and implies no liability or continuing obligation on your part.

BUSINESS NAME:	
ADDRESS:	ZIP:
TELEPHONE NUMBERS: ()	(_)
APPROVED BY:	(Signed)
NAME OF LOCATOR (PRINT):	DATE:
OPERATOR APPROVAL:	
TELEPHONE (LOCAL):	
THANK YOU!!	
American Association for Lost Chiefren, Inc PO Box 41184 - House	ton, Texas 77241 - 1-800-376-5485

6. American Association of Lost Children, Inc. Locating Agreement.



AGREEMENT

The agreement made that day of 1990, by a	nd between Search Regions, Inc., I a body corporate incorporated under the blue of the Sage.
the Jersey, herocatter referred to as "Search"), and	

nete & phone no)

marks, the Vendor is engaged in the operation and distribution of comparated vending machines, and EGELS. Search is engaged in the endeavor of helping to locate missing individuals and has received an internal Revenue Service lax examples under Sans or letter of the bearing Revenue Code

OIX THEREFORE, in consideration of the mutual promises and covernants set forth herein, the record and sufficiency of which are hereby action

nds hereby granz permission to the Yender to sit the name and top of Search to rectively packed by the Yender Search and provide the control of the Permission of the Yender of the Yender of the Yender of the Search to the size of Search Sea

a, Identifying material in the form of self-adhesing Search logo and message suckers provided for Vendor use are and shad remain the property of Sea 1 The pames agree that the Vendor may represent to owners and operators of commercial space that

a. Search has authorized the Vendor to solicit donations to Search of commercial space for the placement of rending machines, and b. The Vendor will pay Search a fixed, agreed upon monthly contribution towards the work of finding the mosing

4 Seato, and growthe the Vendor with bestaums stating that the Vendor has been purchased to produce the Goulant of commence statistics for placement of seating pages and the Seaton Seaton

relishal not, melhout the prior conserv of the Yeodor, authorize or perma any other persons to solice for at benefic space for the processed of smaller British rending comparable products within bases locations or mink-file Yeodor has be subgrigated machines bearing the salms of Serbs provide that file shall have been premough reduced of the placement of the machines.

Management of the Comment of the Com 6 De Yesdor hereby indemnifies and holds Search harmless from any and all claims and ha

The Yendor hereby covernants to pay to Search a fee of Two Collars and Fetry Cents ISS 501 per machine per registres to payseet to be made monthly in Montes.

• The Yendor agrees that the number and type of machines shown below shall be the basis for this agreement enough and shacthe Yendor may stand the standar of machines using the name and logs of Search, if so desired, under the same terms as 7, above. By write of this Aprenment, Search hereby assigns to the Vendor all space donated to a for the placement of vending machines by the purposes can lead a

IL The Vendor shall be responsible for obtaining donasons of space to Search. The Vendor shall also be responsible for the placement, management, and for titles of winding machines:

nimes shall be for a term of low (5) years. Eaber party may termeate this Aprenient, for costs, by grind moter of terminates the desire when the factors move; (50) days about the dates of was nasked. The party treaching the days must call the set of the state of the section party and the days are set of the section party called the section pare

,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	or unperforceable for any meson whetsomer, then that provision or those provisions shall be
N. Any register parameters for registers the effort fact of anti- material library and registers to be provided to be anti-	and consider of services that he text to the requirement of the besides his religious in this yellow the considering the control of the text to the requirement of the besides his religious in this yellow
And the control of th	the parties. He making has not been induced by, and the parties do not riply upon any articles a sent not the second of the Agreement shad not be seconded, alternat, or qualified except by a member a part herself. The Agreement shad not be seconded, alternat, or qualified except by a member as a part herself.
	agen the portes and their respective heirs, portains/representatives, portainstrators, success
 The Agreement has been made at Hastrouck Hoghts, New and addressions. 	Jamany. The person agree that the larns of the State of Herr James; shall apply to its interfree.
SI WITHERS WHEREIF, the parties have been as their horse	IN the fight that felth space an gav.
ATTEST:	SEARCH REPORTS, INC.
	6r
Type of Machines Purchased	_
Number Mechines Purchased	VENCOR:

Search Reports, Inc. + 345 Boulevers + Hesbrouck Heights + New Jersey 07604 + Tel: (201) 288-4445

LOCATION CONSIGNMENT AGREEMENT

NAME OF LOCATION:	
OCATION ADDRESS	
CITY	STATE: ZIP
PHONE ()	
OWNER/MANAGER	
The LOCATION OWNER/MANAGER ag	rees as follows
 To furnish space for a self-standing Or or stuffed toys, that this merchandise sold. Signed copies will be maintained. 	utreach Toy Display Rack complete with an assorment of loys and it is on consignment memo with said location indicated above unal ed by both parties
indicated on each item	butor is the owner of said merchandise and that the undersigned se his or her best efforts to sell this merchandise for cash at the price
restocking	all riems sold or missing at the time of inventory vertication and
 To receive full payment a commission of items sold from this display rack. 	n equal to% of the gross sales (exclusive of sales tax)
 That the Outreach Distributor will main above in order to promptly restock th 	ntain the Toy Display Rack and regularly visit the location inscaled ie display rack.
	of Outreach Toy Display Rack(s) and merchandise at any time, with permit the removal of said toy display rack and merchandise by retrieved this agreet.
	emos be paid in fulf as specified in item 3 above.
Accepted and Approved By.	(Authorized Location Owner/Manager Signature)
	(Authorized Location OwnerManager Signature)
CUTREACH DISTRIBUTOR NAME:	DATE
ADDRESS	PHONE ()
CITY	STATE ZIP
OUTREACH DISTRIBUTOR	
No of Toy Display Racks At This Locatio	on
Type of Unit. TOY DISPLAY RACK	
Name of Charitable Organization: SEAR	ACH REPORTS, INC.
Store Hours WeekdaysAM	4 10 PM
SAT: AM to	PM SUNAM 10PM

DISTRIBUTOR PURCHASE AGREEMENT

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9. Distributor Purchase Agreement. (Page 1)

both expressings are invite as complex control of factor matted of sales and/or matter, for sales procedure and/or sales mattering para and analysis knowned to Destructure by the Company and sales for convenience and analysis and propose und as not anotation. The Destructure sale final sales covered one control of applications of the control of the control of the control of ment of any not ten any almost control one to the Company with usual or display product or an instance or any agreement.

- Company agrees to respect the confidentialty and privacy of Desibuser and further agrees that it we not use the NO WARVER: Featre by either party nereto to enforce as any time any term under the Agreement shall not be a
- Waster of their party's right to thereafter enforce each and every term and condition of the Agreement of
- SUCCESSORS AND ASSIGNS: The rights and remedies of Company under the Agreement shall have to me SUCCESSORS AND ASSUMAS. I'm ingral are inerces or company under the Agreemen that nurs is ne successors and estigned of Company. Distribute that there no cigit to steep, learned or commen depose of is right, the and reserve in and to savy pain or line, Agreement or to assign or designe in excesser oppose of is into prior internation consent of Dempany, which consent that no be unsessionably without Designed is displaced to the opposition of the company of the designed.
- ATTORNEY'S FEES: In the event of any legation concerning any capute between the parties award out of a realizing to this Agreement, Company, shall be strated to recover from Destibute all expenses, allowey sites are costs incurred therein or in the enforcement or collection of any judgement endered therein, unless the Comcosts incurred to have prevaled in at matters. Further, the Detributor to have prevaled in at matters, further, the Detributor that pay at reported and all entering yet less incurred by the Company and/or Company's Affects in connection with any other harpooner. whether or not legation is commenced by reason thereof
- SEVERABILITY: If any provision or provisions of the Agreement shall be need to be wholly or pamaly mand, sega-SEVERABILITY I any processory and enforceabley of the remaining provious shall nine way the affection encared thereby, a being the treent of all parties that to the entent provisions otherwise enforcable, rivals or requ may be construed or limited by a Court or tribunal so as to allow for partial enforceability, said providing so as to allow for partial enforceability, said providing so as to so enforced
- GOVERNING LAWS AND JURISDICTION: The Agreement shall be governed as to at maners, including saids, construction and performance by the laws of the State of and Ostributor hereby submits to the practicol. of the Courts in and for said State (with venue to be in should Company each with respect to any particular dispute under or related to this Agreement to have same adjudicated in Brook
- NOTICE: Any notice under this Agreement shall be given prepaid, centled man or prepaid telegran or personal, delivered at the addressess set forth above or such addresses as either party shall here have so the one in writing. If the communication is marked, delivery shall be deemed complete the earlier of (a) three (3) days after the communications is placed in the United States mail or (b) on the date actually received
- FRANCHISE LAWS: Each party agrees that the Agreement is not intended to, and does not, constitute the said of a franchise prohibited by any state or federal laws. Each party understands the orisis previded by such assured as the proposition of processing such assured as the proposition of the prop
- PARAGRAPH HEADINGS: The headings of the several paragraphs of the Agreement are inseried solely for the convenience of reference and are not a pair of and are not mended to govern, limit or ad in the communitien of any term or provision hereof

SPECIAL INSTRUCTIONS:	
I HAVE READ THIS DISTRIBUTOR AGREEM CONDITIONS AND HEREBY ACKNOWLEDGE	MENT THOROUGHLY AND UNDERSTAND ALL ITS TERMS AN RECEIPT OF COPY OF SAME.
SIGNATURE OF DISTRIBUTOR_	
APPROVED AND ACCEPTED IN	THIS DAY OF 19

Distributor Purchase Agreement. (Page 2)

CONTRACT 1. PARTIES TO THIS PURCHASE AGREEMENT HEREMAFTER REFERRED TO AS "AGREEMENT".

A common development of the process of the best of the process of the best of the process of the

The parties to the agreement are

Company
4. PREDATT CHARGES:
All proms are FO B point of departure
6. ETHICS:

herein referred to as Company, and

___hereinatter referred to as

S. ETHECS:		
I a underst	cod that this is not a franchise offering	nor a security offering, and the Purchaser shall operate as an independent
		IT'S name or to COMPANY Purchaser is responsible for any iconse feet.
		a do
7. WARRAN	my.	
One year us	PTENTY for defective workmanship	
f. Putch	naser agrees to pay Company for proursedy with execution of the Agree	concurrently with execution of this Agreement a deposit
to be pard or	incurrently with execution of the Agree	ment made carreble to
beyond the o	ordered of the Company Company over	not lumen locations for merchanduse described in this agreement.
Dis screen	and at external way in the State of	and shall be construed and enforced in accordance with the laws of
-		and shall be construed and enforced in accordance with the laws of
Executed the	day of	19
	Purchasers Hame (Please Pros)	
	Purchasers Rame (Please Print)	Company's Agent
	Purchasers Signature	The foregoing Agreement accepted at
	Purchaser's Signature	day of 19
		day of 10
_		
	Address	
		8*
	City State/Let Phone	

10. Purchaser Contract

BUYER'S INVENTORY PURCHASE ORDER

Buyer's Name:		
Address:		
City:	State:	Zip Code:
Rusiness Phone #:	Home Phone#:	
SELLER:		

Quartity	Description	Price	Total
			=
_			-
	Total Purchase Order		

1. SHIPPING

The Salet agrees to ship the equipment within hearty (20) working days from neept of the Purchase Order accompaned by the phyment in the low on a casher's chack, carlided check, money order or bank transfer. Delivery shall be subject to and contingent upon, streke, labor difficulties, file, delay or delatings at common carriers, failure or curraliment in Saletia susual sources of supply governmentals or domenous reviews. Saletia reasonable control, and the Seler's shall not be liable for any loss or damage arising therefore. Buyer may cared the order by written notice delivered out the Seler port to shipman if the order is and delivered within forty-free (45) working days of receipt of the Purchase Order and Seleration Selerati

2. WARRANTY

The Manufacturer qualitatines to replace or all so gioten to repair any products or marts fluency which are found to be deficient in material or normanshy when new year from date of shipment. The obligation with respect to such product or gate what he limited to replacement or repair F.O.B. manufacture, and no no not the Seller be liable for consequential or special diamages, or for concretation, and produced to the control of the con

3	ENTIRE	AGREEMENT

The applicament a serviced by the pointes as a final appreciation of their applicament and a complete and exclusion settlement of its terms. Beyour indirectations and agrees that Safet offers no buy-backs, movey back pursurence, or reflexible. Buyer argies halt buyer a notwing again and with or within appreciation inhibitious, and applications of the settlement of the s

4. TRADEMARKS

Buyer understands and agrees that the name and the literature and trakemarks are the property of

5. SPECIAL PROVISIONS

forth adjacent to the signature of each	as been executed by the parties on the date set in party.
I ACKNOWLEDGE THAT I HAVE REPROSPECTUS	CEIVED AND HAVE READ A COPY OF THE
DATE	
DAYE	BUYER
DATE	
	SELLER:
	Authorized Representative of

11. Buyer's Inventory Purchase Order. (Page 2)

WHOLESALE PURCHASE ORDER

ADDRESS				
any		_STATE	ZJP	
HOME PHONE ()		BUSINESS: ()	
QUAN.	DESCRIPTION		EACH	TOTA
			s	
			. s	
		QUANTIT	TY DISCOUNT	5
	TOTAL DUE			5
30% AMOUNT REMITTE	ED		NITH ORDER	
70% BALANCE DUE		UPC	N SHIPMENT	s
ALL ORDERS INCLUDE:				
:				
ALL FUNDS TO BE CE PPING AND HANDLING CHARGES PONSEBILITY ORDERS ARE NOT: DERSTAND THAT THIS IS AN ORDI VE BEEN MADE, IN WRITING OR PUTES OR ACTIONS ARISING OUT O	NOT INCLUDED IN SUBJECT TO CANCELI ER FOR PRODUCT AND VERBALLY THE FXC	STALLATION OF	INVENTORY I	S PURCHAS REFUNDABL
CEPTED FOR (
BY	PURCHA	SER X		

12. Wholesale Purchase Order.

LETTER OF ACKNOWLEDGEMENT

INITIAL

The undersigned purchaser acknowledges the following:

- I have received a copy of the purchase agreement which I have executed this day
- 2. I have been given an opportunity to read the agreement that I have signed, and all other materials presented to me. If I have not fully read any of these materials. I have done so at my own risk, and not in reliance on any oral explanations offered by sales people with whom I have deat!
- 3 I understand that the rights and responsibilities of the parties to this agreement shall be determined by the written document, I am not relying on oral representations, conversations, or statements made by any safesperson during the course of this transaction.
- 4 No promises of income or revenue has been made to me. I understand that the risk of profit or loss on this venture is mine and solely I do not hold the company or its salespeople and officers responsible for achieving any level of income or profit.
- No promises regarding locations or territories have been made to me, other than that which is set forth in the written agreement.
- 6 I, the undersigned, assume full responsibility for any and all, city, county, state, federal, taxes, license fees and regulations.

purchaser	witnessed by
Dated	Dated

13. Letter of Acknowledgment.

LOCATION AGREEMENT

	is Location Agreement is	and			199
Ne	me		Address		
CH	elnatter referred to as Ver		Address	Zīp	
_					
in c	consideration of the non-re see as follows:				the partie
	location shall be subject t	o vendors approva		ry location.	
	If, after the expiration of si location, Vendor is dissati an alternate location pro documentation:	slied with the prima	ry location,	shall pr	ting at the primer ovide Vendor wit with the followin
	(I) Weekly Vending Repo and operation of Ven AFTER LOCATION IS	dor's machine. EQ	of each week commenci UIPMENT MUST BE IN:	ng one (1) week afte STALLED WITHIN :	r actual placemen SEVEN (7) DAY:
	 (ii) Records showing wee location; 	kly servicing of each	machine, commencing for	rom the date of opera	abon at the primar
	(iii) Written notification by sent via Certified Mail, the sixty (60) day peri	Return/Receipt Res	fissatisfaction with the pri quested and shall be post		
	THERE SHALL BE NO RI	ELOCATION IF ANY	OF THE ABOVE COND	ITIONS ARE NOT F	ULLY COMPLIE
3.	primary location refuses ATTEMPTED WITHIN SE	to allow the insta	r with an alternate locatio flation of the vending r SECURING THE PRIM	machine. INSTALLA	neroragentofth NTON MUST BI
	,	lumber of Locations	·		
	1	Types of Machines			
	ι	ocation Fee Sent	·		
	,	Amount Due \$			
	ALL FEES PAID PURSU	ANT TO THIS AGR	EEMENT ARE NON-REI	FUNDABLE.	
	The undersigned represe further that they have full	nt that they have to	and understand and egre	ee to the terms of th	is Agreement and
			SIGNED:		OMMEROMEN TO
			SIGNED		
			BY:		

14. Location Agreement Contract (for vending machines).

LIMITED WARRANTS

OR ANY LOCATOR WILL REPLACE ORIGINAL LOCATION
UNDER A CONTRACT WITE
THE POLLOWING TERMS AND CONDITIONS.

- 1. This Limited Warranty covers only original service provided by (a) Confirmation & Acceptance agreement, (b) Placement Verification & Acknewledgement agreement, (c) Placement Agreement. (d) Placement agreement and approved by Owner and a part of their business
- This Limited Varranty DOBS NOT cover any representations, varranties, sales claims or other assurances ands to Owner by any pursue or company from processes ands to Owner by any pursue or company from processes and by anyone except those commitment or writing and made a part of this Limited Warranty and the agreements sentioned in Paragraph 1 of this
- The owner of equipment, displays or vendors is responsible for delivery, set up and service.
- Owner must install equipment in a timely manner of fifteen days (15) from date of acceptance of location Placement Agreements.
- 5. This limited Warranty is for a period of ninety (90) days from date posted on Placement Verification & Acknowledgement agreement.
- After compliance to Paragraph 4, service must be continuous and acceptable to the terms of the Placement Agreement until the terminal continuous days from date of acceptance of Placement Verification A Acknowledgement agreement) with proof of service provided in the following manage:
- (a) Proof of service must be documented by a dated service receipt signed by the locations authorised person.
- to the property of "Proof of Service" receipts from such original pless of "Proof of Service" receipts from such original provided each original provided every week from all of installation until termination date of this limited Warranty and mailed in a timely manner to Success Systems within five days from date of service.

has the option to request

and receive other supportive documents to verify Proof of Service if it considers receipts questionable. In the event a business changes or cancels a Placement Agreement within the grace period of fifteen days from the Agreement of Placement Agreements and subject to Paragraph 4 that location shall be replaced under the same terms and conditions of this Limited Warranty. At the option of the Placement-Locator, in agreement with owner, extra locations can be presented and documented as replacements for the events in Paragraph 7, if they occur. All claims under this Limited Warranty shall be made in writing to within the ninety (90) day term and only then will replacement locations be completed thirty (30) days following the termination date of this agreement and is limited to a one time replacement for each Placement Agreement. Any terms or conditions of this Limited Warranty that are not complied with becomes null and void by default. Notice of default by either party will be mailed by certified letter to the defaulting party. 11. Any additions or deletions to this document will automatically make it null and void. Any disputes arising from performance or lack of it, the Laws of the State of shall prevail. Document is certified and validated when Owner & ***** tocator siene below. ACCEPTED BY OWNER. ---LOCATOR DATE:

ASSIGNED LOCATION COM	PANY	PURCHA		ent Date
Name :		Hume		
Allen		Address		
Oy 600	25	-	Some	20
		Here		
surpose of which is to secur	doing business locations for	es en in	dependent	the
Il locations are guaranteed be o provide at no additional peration of a vendor, in any	cost a vendor re	placemeni		that they have agreed r 90 days of actual
Revenue from the displays This shall be determined a secured for yielding a minimum of following records are man	ifter 90 days of act "A Profit "les per day per lo available to Local	ual operati able locatio cation. Tr or	on of a display in shall be defi us guarantee is	in any location
 Records showing no le Receipts from supplier Agreed commission pa 		reek of sea	icing each.	
On the day of installation or Company, the manager, as for any reason to allow the			cured by Local g the location	or/ agreement, refuses
o other agreement or guarar y Purchaser.	itee has been give	or expres	ised. Location	s have been verified
his contract completed		on this	day of	19
umber of Locations		Signed:		
rpe of Display:			Locator/	Openier
pecial Conditions:				

16. Assigned Location Company Agreement (generic for all equipment).

Independent Location Agreement

	AGREEMENT	
		DATE PHONE
		ZIP
MACHINE		
It is mutually agreed that the Independent of Independen	endent Dealer, owner o the location.	f the above machine, will install its
These machines and contents thereo	of, are the exclusive pro	sperty of the Independent Dealer.
It is also agreed that the machine(s) that the machine(s) will be removed	may be removed at an I by the Independent D	y time at the request of either party and ealer only.
The Independent Dealer is responsi vandalism.	ble for maintenance, re	pairs, and insurance for theft and
Management of Location agress to	provide space for mach	nines.
SPECIAL INSTRUCTIONS:		
BY Acceptance of location		BY(Authorization Signature)
By Owner of equipment		BY Locator Company Representative

17. Independent Location Agreement.

ASSIGNEE SHULL PROVICE ACCEPTABLE SERVICE TO THE LOCATION, INCLUDING QLEMING, FILLING, AND COLLECTIONS AS (1) THE LECKTOR IS PROTICING SPICE AND PORTS, IF REQUIRED, FOR THE ADDRESSINED ENIMEDRIES COUNTERED OF LISTORISHEED ONE ALL CONTISSIONS OR ALL COUPPERT OR DISPLATS WILL OF INSTALLED ON AN INOCFINITE BASIS AT NO COST ON ORLICATION TO THE LOCATION. ANT PLACEMENT CAN BE REPORTED AT THE REQUEST OF ETTHER PARTY PROVIDING REPORTAL IS BY ASSIGNEE DRUT. INTERVENO State e ission : Phone No. è Phone No. PLACEMENT AGREEMENT 415 17 IS MUTUALLY AGREED BETWEEN ALL PARTIES THAT; Assignar Agent ASSIGNED TO: Location Approval Placement Name Form 101-7/90 5H Description 190.00

Location:
- Constant
Address
City State Zin
e for the following equipment:
Amount Model Displays.
It is understood that the display owner will maintain all service requirements of the display. The location agrees to use reasonable effort to protect the display from external damage.
Title to the display shall remain in the name of the distributor, and he/she or his/her agent may ast any time take possession of and remove the display without legal process and logal labuity of any nature to enther party.
This agreement may be terminated at any time by either party. At termination of agreement, display will be picked up within 5 working days.
The Location percentage of gross receipts is%, payable:
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LOCATION REPRESENTATIVE (Manager/Owner)
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22. Location List.

LOCATION UNDERSTANDING

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I have read the above and will do my part to make this business a success.
Signature Date
OPERATOR
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CITYSTATEZIP
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23. Location Understanding.

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